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a supplement to

TRADE MISSION REPORT

EXPORT
U. S. PRODUCTS
TO
BELGIUM

A U. S. DEPARTMENT OF COMMERCE PUBLICATION

A SUPPLEMENT TO

International Commerce

...the weekly news magazine for world traders published by the Bureau of International Commerce and sold by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, and by Department of Commerce Field Offices for \$16 a year.

1963

TRADE MISSION TO

BELGIUM

A U. S. DEPARTMENT OF COMMERCE PUBLICATION

U.S. DEPARTMENT OF COMMERCE
Luther H. Hodges,
Secretary

BUREAU OF INTERNATIONAL COMMERCE
Eugene M. Braderman,
Director



Members of Belgian Trade Mission



MERRITT E. FREEMAN, Mission Director

Commodity Export Promotion Staff, Business and Defense Services Administration



W. Guy Chater
Ass't. Executive Vice President
Biddle Purchasing Co.
New York, N.Y.

Leonard W. Gover
Vice President
Ballagh and Thrall Inc.
Philadelphia, Penn.



Richard A. Croy
Chief Tooling Engineer
Rockwell-Standard Corp.
Utica Stamping Division
Utica, N.Y.

Framroze J. Spencer
Manager, Marketing Division
Houston Research Institute Inc.
Houston, Tex.



George M. Epstein
President
Bell Clothing House
Kenosha, Wisconsin

Joel S. Stahl
President
Stahl Industries Inc.
Youngstown, Ohio



JAN VERSCHUUR, Trade Development Officer
Program Officer, National Export Expansion Council

Belgium: on the move

Businessmen turn out to discuss trade with U.S., Mission reports

By MERRITT E. FREEMAN

The U.S. Trade Development Mission to Belgium, visiting the country for the month of June, was much impressed by the industry and thoroughness of Belgian businessmen. A substantial number of them turned out to discuss business possibilities with U.S. firms.

The challenges and satisfactions of the typical discussion were just about the same as those encountered in trying to put together a mutually beneficial business deal with another U.S. businessman. In some ways the satisfaction was greater, however, as solving the minor problems of language and tradition resulted in an additional sense of accomplishment.

Possibly the most lasting impression the Mission carried away was the feeling that Belgians richly deserve to be called a nation of traders. Since 1958, both imports and exports have been increasing at around 10% a year. Total Belgian foreign trade amounts to 70% of that country's gross national product.

The typical Belgian businessman sees his country as the logical commercial gateway to the Common Market and intends to get his share of the trade increase he anticipates in that area. He believes in free trade and is confident he can compete. He feels a strong sense of friendship for the United States and looks forward to expanded trade relationships with this country.

Rising living standards

The Belgian standard of living is high and rising. Accordingly, the market for leisure goods and higher quality consumer goods is gaining in importance.

The market for consumer goods will continue to increase, and patterns of distribution will change considerably. This change will make it easier for new suppliers to break into the market.

The people are well dressed and well groomed. The excellent appearance of the children impressed all the Mission members. Most clothing is of heavier weight

U.S. Mission to Belgium

June 1-29

Operated in 2 cities, Brussels and Antwerp.

Individual members and groups of Mission members visited other towns and cities of Belgium, including the Fair at Liège and the Fair at Ghent.

Visited 36 plants and institutions.

Operated 2 Trade Information Centers equipped with commercial libraries, one in Brussels at the Centre International Rogier and the other in Antwerp at the National Building Center.

Attended and spoke at 17 meetings with groups ranging in size from 25 to over 100.

Presented 709 Business Proposals which had been submitted by U.S. firms.

Held 433 interviews with 421 separate Belgian firms, which resulted in 1364 contacts for the U.S. Business Proposals.

These 421 Belgian firms responded to 533 (about 75%) of the Business Proposals.

Reported 446 trade and investment opportunities in addition to contacts resulting from U.S. Business Proposals: 168 for U.S. exports; 27, distribution; 92, agencies; 61, licensing; 24, joint ventures; 61, U.S. imports; and 13 offers to license.

Received 38 offers of services.

than that which Americans wear, as the summers are cool. Rainwear is important. There is a constant market for clothing that represents solid value. Style is of less importance than in the United States.

The trend to supermarkets has begun, and some Belgian stores compare favorably with their U.S. counterparts. Largely, however, Belgium is still a nation of small shops, averaging one shop for about 30 people. The Belgians know that a change is taking place. They are sensitive to the problems it creates but recognize the need for change. An observer is struck by the fact that human resources are still being wasted in the marketplace of a country that has a labor shortage in the factories.

The Belgian Government is acutely interested in the commercial problems of the country and maintains a substantial agency in the Ministry of Economic Affairs devoted to encouraging non-Belgian firms to establish production facilities in Belgium. It also uses financial incentives to channel new plant construction to the section of the country where it is most needed.

Market industrial

Belgium will unquestionably continue as a trading nation. The country historically produces mostly semifinished goods; accordingly, the big market is in industrial rather than in consumer goods. The Belgians are eager to put existing excess capacity to work.

The continuing evolution of the Common Market will unquestionably make for a tougher market as well as a much bigger market. Just as Chicago is more competitive than Paducah, the Common Market will be more competitive than any portion had been previously. The rewards will be commensurately greater.

The Belgians know they must make their living with their minds and muscles. This prospect doesn't bother them. They have their problems under control and face the complex future with well-founded confidence.

They are truly a nation on the move.

Nearly 2,000 new direct channels between U.S. sellers, prospective Belgian buyers established through Development Mission

Challenge is now for U.S. exporters—large and small, new or experienced—to follow through and close sales

Particular interest shown in anything new; Belgians ready to do business with young-minded American companies

By JAN B. VERSCHUUR

Close to two thousand new direct channels of communication have been established—through the U.S. Trade Development Mission to Belgium—between U.S. sellers and prospective Belgian buyers. Publication of the opportunities and consultations in which Mission members will participate should greatly augment the number of possible contacts. The challenge is now to U.S. businessmen to follow through and close the export sales for which the leads have been furnished.

The report prepared on each interview between a Mission member and a business visitor to the Mission is an informative, dependable record to use in evaluating the business proposal and even a guide in determining the U.S. firm's sales approach.

Export opportunities first

The U.S. Trade Mission to Belgium, thanks to excellent Belgian response, located many outstanding export opportunities. In fact, of the 446 proposals the Mission brought back, 287 concerned exports, including 27 requests for distributorships and 92 agency proposals. As this Mission was general in nature with members representing quite different fields, the business opportunities generated also cover a wide area. Also, they reflect an interest on the part of Belgian businessmen to enter into contact with small- and medium-sized U.S. companies as well as with the larger concerns.

As was to be expected in a progressive country like Belgium, there was particular interest in anything new: New products, new processes, new marketing

methods and ideas. Accordingly, the Belgians are ready to do business with young and young-minded American companies. Among the 709 Business Proposals the Mission took to Belgium—ranging from pretzels to helicopters and emanating from all over the United States—a significant number were from firms which had not previously exported at all. Many of these too received major initial interest including the helicopter manufacturer. All of the U.S. concerns which submitted Business Proposals to the Mission have been advised of the results and have been furnished the names and addresses

of those Belgian firms which indicated a definite interest in their propositions.

In response to specific inquiries developed at the Mission's Brussels and Antwerp Trade Information Centers, Mission members also referred to Belgian executives the names and addresses of more than 100 U.S. companies with which they were personally familiar in their respective fields of business or obtained from directories in the commercial libraries at the Centers. The U.S. firms so referred have been duly notified and it is hoped that many will capitalize on these "bonus" opportunities.



INFORMATION CENTER: Belgian businessmen were invited to the Brussels Trade Information Center where Trade Mission members discussed Business Proposals leading to potential increase in U.S. exports.

Prosperous, progressive Belgium an area for U.S. exports of well fashioned quality apparel

Metric system sizes, local styling characteristics should be considered; warehousing, effective sales force needed

By GEORGE M. EPSTEIN

The Belgian apparel (textile) market of 9 million men, women, and children represents one of the better dressed groups of people in Europe. Both men and women are well groomed, dress conservatively, and see to it that their children wear good apparel at school as well as on Sundays and holidays. Interest in well-fashioned quality merchandise indicates an area for U.S. exports to prosperous, progressive Belgium.

Belgium is known as a "nation of shopkeepers" just as Paris is called the "city of shopkeepers." Statistical surveys show 1 person in every 30 is engaged in retailing. The "Mamma-Poppa" American-type store had its counterpart in Belgium, with one parent or the other finding outside employment to supplement the family income. Many of these shops are old, some very old, handed down from generation to generation. Modern merchandising—with supermarkets, chains, bazaars, and department stores carrying more lines—will bring a decline in the number of small retail apparel stores throughout Belgium.

Tips for tailoring

Trade opportunities do exist; but consideration should be given by U.S. manufacturers to sizes and styling for the European market. While we employ the metric system in our monetary transactions, we are not in line with the rest of the world in using the metric system for wearing apparel measurements.

Local styling characteristics should be considered for success in the European market. European styling has entered the U.S. market, and the same styling influences European buyers. Stockpiling or

warehousing should be planned to properly insure deliveries to European customers. Regularity of service and an effective staff and sales force are necessary to maximize the flow of business.

Only two chains of men's-wear stores operate in Belgium—one large one, native to the country; the other, smaller, owned by Dutch interests. Several women's-wear chains are in operation, one or two of them quite large. Small chains, 2- to 5-unit operations exist between Brussels, Antwerp, and Knocke (a fashionable sea-coast resort) as well as between Ghent, Bruges, Ostend in the West, and Liege to the East. Most department stores are chain operated.

The supply of clothing for men, women, and children is ample and competitive. Stocks are proportioned to the size shop or store in the respective sized cities and towns. Department store stocks appeared heavy. Merchandise is well made and relatively heavy, for the cool climate: Belgium lies above the 50° parallel, whereas the United States lies mostly below the 40th parallel.

Heavier fabrics used

Heavier woolen fabrics for men's and boys' suits are used, and the gage of knitwear in sweaters (men and women's) and women's suits is substantially heavier than the average used in the United States. "Merchandise for mileage" is obviously a Belgian byword, and "warmth without weight" as we know it has not been applied to the Belgian market. Use of tropical weight fabrics in men's wear is growing, although hot weather does not prevail. The cool summer and extremely cold winter of 1962 are fresh in the minds of the Belgians.

All fabrics are used, however, from wash and wear, cottons and cords to rayons and acetates, dacrons and wool, wool and cotton, and mohairs and silks. One interesting fabric was cotton backed, woven through with raffia shown in fashion women's wear along with organdy,

silk, and a new silky synthetic knit. Prints on knit synthetics were also seen.

Cotton imported

Manufacture of textiles in Belgium has been a substantial part of the economy. The city of Ghent is famous for rugs, and cotton and woolen fabrics; Bruges for laces and linens. Historically the Flemish weavers converted the natural fibers of the ancient, medieval, and early modern world into finished cloth. The Belgian guilds of weavers and spinners are among the earliest of the European trade unions. Cotton, wool, linen, and mohair is grown round the world and loomed and fabricated in Belgium for world-wide distribution for use in clothing, draperies, rugs, carpets, and upholstery.

Belgium imports some 500,000 bales of cotton annually and uses cotton from almost every producing country in the world: Asia, Africa, South and North America. Wool, linen, and silk are likewise imported by Belgian industry. Synthetic goods are available and some are supplied by other European countries and the United States and United Kingdom.

Some U.S. brands seen

Exports of textile materials and products in 1961 represented 15.5% of total Belgian exports of \$3,924 million, and imports of textile materials and products represented 12.1% of total Belgian imports of \$4,219 million. At distributive levels, the U.S. percentage looks small as evidenced in retail stores. White goods, sheets, pillow cases, and towels are offered in traditional sales at department stores. Lingerie, brassieres, and hosiery brand names were in evidence; some are under license here. Dresses made in the United States are available at department stores as is swim wear. Supplies of sports-wear and slacks are growing.

In men's wear, brand-name dress and sport shirts are available, some made in the United States and some under license. Brand-name jewelry for men is displayed as is U.S. underwear licensed to Switzer-

land. American blue jeans and those made in Belgium have made tremendous strides; U.S. Western movies spurred the demand for blue jeans long before they appeared on the market. Some stocks of American-made goods are on hand in both men's and women's wear, but both are higher priced than domestically-produced goods because of tariffs.

Sport clothes for men, women, and children are becoming more popular. The traditional navy blue blazer, both double breasted and single breasted, is frequently seen. Sport coats in wool tweeds and flannels, as well as synthetics, are available.

Stretch goods wanted

Sports slacks for males are available in all fabrics—wool, cotton, synthetics and corduroy, mostly in heavier weight. In women's wear, slacks and shorts are increasing in popularity; slacks are not worn on the street but rather at home or on vacation. Both stretch cotton and helanca were sought from the U.S. market. Stretch wool is not yet known in this market, but an interest was shown and samples were requested.

Sport shirts, sweaters, and knit shirts in both synthetics and natural fibers are gaining in popularity, and sweaters of wool and synthetics are found usually in

heavier gages and ski-type yarns. Lighter weights are now appearing and are used especially by companies interested in high fashions and the export market. Prosperity and more leisure will expand the entire sportswear field.

Rainwear always required

Because of climatic conditions, raincoats in all sizes are important in the Belgian market. Light-weight nylons, synthetic combinations, and gabardines cover the field of rainwear for men, women, and children; coats are made with interlinings. Shopping facilities in the areas visited by the Mission are adequate, and new shopping centers are developing. Some of the food-center stores carry soft-goods lines.

Many U.S. firms have already taken a good look at the Belgian market, and have located branch operations—largely spurred by the central location, relatively favorable taxation, good business climate, and availability of excellent transportation to the entire European continent. Within a 250-mile radius of Brussels there is a population of 120 million.

Belgian textile workers are skilled, dependable, and conscientious. There are 150,000 employees in textiles and their productivity has increased 50% within the past 10 years.

Find opportunities in plastics field on selective basis

Each possibility should be weighed on individual merit; some interest shown in boats

By JOEL STAHL

The future presents an opportunity throughout the Common Market for the

Belgian plastics industry, although there is a highly developed plastic industry in full production in nearby West Germany, France and Italy. This was the opinion of the Trade Mission members who found many interesting trade possibilities that could be attractive to both Belgian and U.S. firms. The field of plastics must be developed on a highly selective basis. Each prospective opportunity must be weighed on its own individual merits.

The boat field is small in Belgium, and production is by hand layup. Opportunities for future markets should grow because of increased interest in boating and availability of more leisure time. Interest was shown in proposals by U.S. firms who wished to obtain agents and distributors for plastic boats.

The most highly developed plastic production and usage in Belgium is that of films for packaging. Films produced are cellophane, polyethylene, cellulose acetate, plasticized PVC and biorientated polystyrene, in thicknesses from 1 millimeter to 10 millimeters. Another big segment is laminates of cellophane, polyethylene, aluminum foil, and textiles.

In thinking about expanding usage, one must keep in mind the European concepts; for example, poly-propylene film is widely used as a bread wrapper in the United States but is not so used in Belgium because bread is not wrapped there.

The second-largest photographic film producer in the world is in Belgium, and that company manufactures cellulose acetate for its own use. There also is one producer of polyvinyl butyrate for manufacture of safety glass.



Plastics are employed for certain building purposes. Fiberglass-reinforced polyester corrugated sheets have the widest usage. Three producers, each of about equal size, make these sheets for factory sky lights, patio roofs, and windbreakers. The Belgians also have much experience and know-how in PVC corrugated panels. One large curtain wall manufacturer produces reinforced polyester window frames.

One of the oldest chemical companies in the world is in Belgium. The company also operates throughout most of Europe and much of the rest of the world, producing three basic plastic raw materials: Vinyl resins and their compounds, polyethylene, and vinylidene chloride copolymers. Although basically a chemical company, 20 to 30% of its volume is in plastics.

In addition there is one local producer of polyethylene, in a joint venture with a U.S. firm. Some Italian polyethylene is sold in Belgium but, since the recent rise in tariffs against U.S. products, little U.S. material is sold there now.

A strong phenolic molding industry exists in Belgium, and conventional injection, extrusion, and compression molding processes are well developed there.

Acrylic materials are imported, but this is not a big item in Belgium.

It would seem that with a well developed oil industry, coal industry, and growing petrochemical industry there should be a natural growth for plastics in Belgium; however, most industry people feel that their market is already covered by other Common Market producers. If one thinks in terms of only the Belgian market, then large and varied production is not warranted; a few fields are covered well, and the remainder goes to other producers.

With the added opportunity of the large Common Market, there could be some interest between Belgian firms and U.S. plastic manufacture, both in raw materials and the processing of finished goods. Choosing the right opportunity is important. This can be done only by careful study and good business judgment.

U.S. metalworking, electrical, automotive test equipment preferred by Belgian buyer

To hold and increase sales volume, suppliers must fit machinery to local use, print instructions in both French and Flemish

By RICHARD A. CROY

Interest in U.S. equipment for metalworking, electrical and electronic gears, and automotive parts and test equipment is high in Belgium. Let us spare no effort to make such equipment suitable for local use, as we do for the U.S. buyer.

For continued participation in this market and to increase penetration, attention should be given to

the following:

- Calibration of scales on all metalworking equipment for sale in the overseas market must be in the metric system. This arrangement could be incorporated without too much difficulty by adding the metric graduations on scales adjacent to the American scale graduations now in use.

- Operations manuals and maintenance instructions should be printed in the two languages of the country—French and Flemish.

- In electrical components and switchgear, U.S. equipment must match electrically with the source of power available in the area to which the equipment is being shipped. Sales people should be particularly aware of the problems involved and not dismiss them lightly in dealing with potential buyers from the foreign markets. Representatives of firms from other countries pay particular attention to this.

Reliability first

In metalworking, U.S. equipment is looked upon with great favor from the standpoint of technology and reliability. Perhaps reliability is the most important single factor under consideration by a Belgian buyer in the market for this type of equipment. Breakdowns are as punitive in Belgian manufacturers' facilities as they are in U.S. factories.

When a breakdown of U.S. equipment abroad does occur, it is of utmost importance that the supplier make more than a normal effort to get that machine back in operation as quickly as possible. The European supplier is closer to his piece of equipment and, therefore, is in a position to offer more prompt service than the American supplier. This problem will con-



GHENT PLASTIC PLANT: Members of the Trode Mission visited the S.A. Ploscobel plant, manufacturer of plastics, located at Ghent, in their month long search of the Belgian market for potential export items.

tinue to be a major obstacle; however, a Belgian prospect will be more likely to purchase American equipment if U.S. manufacturers will do more to expedite shipment of replacement parts for their machines when they are required.

Frequency converter needed

U.S. electronic components and electrical switch gear apparently are well thought of; however, we are competing against manufacturers abroad who make very good equipment for the price they get for it. In this area, there may be a market for an appropriately designed frequency converter to enable existing U.S.

equipment to be fitted to local conditions.

Not enough U.S. companies are actively pursuing this business. By our complacent attitude we are allowing competitors abroad to get their "foot in the door" and thus we are negating the possibilities of much greater future sales.

For automotive replacement parts, automotive mechanical parts, rebuilding equipment, and automotive component testing equipment, Belgian importers are looking to U.S. suppliers, because of the generally respected position achieved over the years. Again, however, American companies are expected to actively solicit the business and come through with good deliveries, on time, at competitive prices.

VALUE-CONSCIOUS BUYER

Competition keen in all sectors of Belgian leisure goods market

Ingenious design, color use, careful pricing, aggressive merchandising needed to sell sporting and camp goods, trailers, boats, toys, to increasingly selective consumer

By FRAMROZE J. SPENCER

The most significant characteristic of the leisure goods market in Belgium is value consciousness—increasing selectivity in consumer tastes against a background of continuing price awareness.

Belgium is developing a vigorous production base in sporting goods, camping goods, caravanning (camping trailers), boats, and toys, games, and hobbies. Market participation by U.S. producers and exporters will be increasingly difficult.

The market for any product or service in Belgium, with a population of nine million, is at best limited. Exact statistics on leisure goods are unavailable, but estimates of the named categories indicate a consumption value of some \$60 million in 1962.

Products from Italy, West Germany, the United Kingdom, and France are vigorously promoted. U.S. products should hold an edge in ingenuity of design, features, and colors, but any significant

U.S. participation would have to be preceded by aggressive marketing practices. Licensing of selected products for local manufacture is somewhat easier, but selectivity should be heavily guided by local preference.

Competition for Belgium's consumer market is exceptionally keen. The relatively rapid rise in disposable income has not gone unnoticed elsewhere in Europe. Dominant suppliers in each of the categories of leisure goods mentioned are as follows: Sporting goods, the United Kingdom; camping goods, France, West Germany; caravanning, U.K., West Germany; boating, Italy; and toys, games, hobbies, Italy, France.

Trade conditions for U.S. products are generally quite favorable in Belgium. The sophisticated styling of most U.S. leisure goods is an advantage in many instances. Price, however, is an important factor in the situation, which is further sensitized by shipping distances (time), duties, and compensatory import taxes.

Some typical examples of desired items are: Beach playthings, multipurpose fishing accessories; multipurpose camping

equipment other than tents and sleeping bags, folding furniture; full-fitted trailers; runabouts, jet outboards; and "scientific" (space-oriented) and educational toys, games, and hobby equipment.

Export opportunities

Direct export opportunities in all of the named categories are limited by the size of the internal market, a market which is hotly contested by several other countries. It is absolutely essential to establish the proper perspective in this country, 70% of whose industrial production is directed toward exports. The category of leisure goods, moreover, represents a low-unit-cost category on the average, and this fact couples with the size of the market to produce a tight situation.

Factors contributing to a viable export position for U.S. producers of leisure goods may be pointed up as follows:

- Ingenious design, with excellent color use
 - Extreme price consciousness
 - Aggressive merchandising techniques
- For leisure goods, sports, camping, caravanning, and boating are grouped together as outdoor activities and toys, games, and hobbies are considered for indoors.

For outdoor activities

Equipment in the outdoor categories is exhibited annually at a fair sponsored by le Salon des Vacances, 4, rue de l'Ecuyer, Brussels 1. This March fair, held in the great Palais du Heysel, provides over 400,000 square feet of space for Belgian and other producers to display their wares to 400,000 visitors each year.

The most frequently practiced sports in Belgium are tennis, swimming, soccer football, basket-ball, field hockey, cycling, hunting, and fishing. Numerous foreign brands of equipment are sold in Belgium, notably through exclusive agents. The most important supplier is England. Some 250 establishments, affiliated with the National Council of sporting goods merchants, retail these items.

Fishing is almost entirely of the rod and reel fresh-water variety, with practically no spear fishing as yet. The largest part of local demand is satisfied by local producers; the chief import source is Japan.

Camping has had a fantastic postwar expansion in Belgium, where there are an estimated 400,000 active campers each year; and a 10% growth rate per annum is quite apparent. The camping industry has its own professional organization, the Conseil National du Commerce de Camping, consisting of manufacturers, importers, wholesalers, distributors, and stores.

There are six manufacturers of camping equipment in Belgium, one of whom employs 250 people and the rest between 10 and 25 each. These units satisfy some 88% of the Belgian market; the remainder is supplied principally by French products.

Sales in 1962 of tents, sleeping bags, and mattresses were valued at \$2 million; and of furniture and accessories, also \$2 million.

Caravanning is a term applied specifically to camping trailers in Europe. Until quite recently, British-made products dominated this market. Today, a strong upsurge in local production is evident. A typical model for a family of four, retailing from \$700 to \$1,000, contains complete fittings for extended outdoor living. Some 1,200 trailers were sold in 1962 in Belgium, to a large extent directly by the manufacturers.

With a total coastline of some 50 miles and a virtual absence of inland lakes, boating in Belgium is nominal. There is a demand, however, for light runabouts not over 16 feet in length and for small outboards. As the Belgians are learning about trailing boats to places such as the Côte d'Azur, this demand is growing. In 1962, an estimated 1,100 boats (80% outboards, 15% rowboats, 5% inboards) were sold in Belgium.

For indoor activities

Statistics on toys, dolls, games, and hobbies are hard to obtain, because of the part-time nature of over 90% of employment in this category: Workers make toys, games, etc., for some 3 or 4 months of each year, passing to other occupations such as metalworking, cutlery making, or silversmithing in the remaining months. Also, the variety of toys, games, and hobbies makes classification none too precise. Available figures show 1962 imports valued at \$12 million, with less than 10% from the United States.

Generally, toys and games of a scientific and educational nature are replacing strictly "fun" items. Italian and French toys dominate the import scene, with a few notable exceptions in games and puzzles from West Germany.

Belgium offers expanding market for U.S. foods

Changing distribution methods a break for U.S. suppliers

By W. GUY CHATER

Prosperous Belgium represents an ever expanding market for U.S. food products—in great measure a result of the marked change in distribution methods caused by introduction of the modern supermarket type of store which is becoming popular, particularly in the larger centers.

Because these outlets have a larger volume of business in each store than the small individual shop, they can carry a more varied line of goods and demonstrate new items and more modern forms of packaging and food preparation similar to those developed in the United States in recent years.

Belgium, with a population of nine million, has about 60,000 stores where food products are sold. (By contrast, the Netherlands with 12 million population has 23,000.) Many of these small stores are marginal operations, tended most of the time by the woman of the family, and the average age of owners is reported to be about 55 years. To sell and service this type of store is expensive, and the lines carried are cut down to a minimum of daily necessities. These stores are gradually dying out, as the younger generation shows no desire to be tied down to the long hours and minimum income which they represent.

By far the largest percentage of volume is concentrated in only 30% or less of these stores, many of which are tied together in some form of cooperative, or chainstore. This means that only about 40 large wholesalers, cooperative groups, or chainstore operators need be called upon to get a fairly complete distribution pattern. With some of the cooperative groups, however, the operations are rather loosely knit, and it may be advisable to see some of the larger members,

who influence the actions of the buying committees regarding addition of new lines or making policy changes.

Frozen foods

Distribution at present is limited, but growing rapidly. In many stores, particularly the smaller ones, the refrigerated case is rented by a distributor of certain frozen foods products who is in a position to control the variety and brands that are stocked.

As the industry grows however, and stores find it to their advantage to own or rent their refrigerated display cases independently, increased sales volume can be expected.

An opportunity also seems to exist for added sales of frozen fruits and vegetables in larger containers for restaurant use. The proportion of Belgians who eat out seems remarkably large, and restaurants are of excellent quality with well prepared food. There does seem to be a good opportunity for more varied menus, particularly with regard to vegetables and fruits which can be offered from frozen food stocks on a year round basis.

Cereals and baked goods

Gradual introduction of more varied cereals and baked goods, such as individual cracker servings with soup, graham crackers, or other U.S. specialties, and additional lines of cereals, in dry form or quick-cooking children's breakfast foods, seems a possibility, but this would require production in Belgium, either by direct U.S. investment, or preferably, under some form of licensing or joint-venture arrangement.

Canned goods, dried fruits

Belgium buys more U.S. canned apricots than any other foreign country, and only Canada and the United Kingdom buy more fruit cocktail and fruit salad. Recent shipments of U.S. canned goods to Belgium also include peaches, pears, fruit juices (except citrus), baby fruits and vegetables, asparagus, and tomato products. There is potential for increased sales in these categories as well as in dried fruits, especially prunes, apricots, and raisins.

Chance for direct sales

The growth of chain stores and cooperative organizations, with sufficient capital to finance their own purchases from abroad and with better control of retail sales through stocking and displaying presents an opportunity for independent U.S. canners and packers to offer their goods for direct sales regardless of brand, or with brands or labels of the Belgian distributor affixed when packed or at least prior to shipment.

U.S. businesses selling in this way should make sure in advance that their labels meet requirements of the Belgian laws and are most suitable to arouse interest of the Belgian buyer. That goods originate in the United States is its own guarantee of quality to the Belgian people, and some English wording to this effect is acceptable and desirable. Also, particularly on a new food line or if additional uses are to be stressed, instructions for preparation and serving are a sales help.

As Belgium is bilingual, such instructions should be printed in both French and Flemish and the wording discussed fully with Belgian buyers well in advance, to be sure of the most effective presentation.

Belgium—a capital market for U.S. capital goods

Country is bigger market than ever for U.S. products; strongest interest in general industrial equipment centers on materials handling and electronics

by LEONARD W. GOVER

Belgium today is a bigger market for U.S. goods than ever before, and the demand continues to grow.

Despite heavy and increasing competition from Germany, Netherlands, France, Italy, and other European countries in numerous manufactured goods, for many specialized U.S. products there is so far little or no competition on the Continent. This includes new products, those on which design has been improved, and novelty items, for which there is a ready demand. The Belgian manufacturer is not content with the old way of doing things and is constantly looking for new and improved methods of manufacture.

Automation holds little fear for the laboring man, and is generally welcomed in all its forms. There is, and will continue to be, a high demand for all available labor, and introduction of labor-saving devices is not regarded as a threat to jobs but rather as a contribution to greater efficiency, shorter hours of labor, and maintenance of high standards of living.

Materials handling equipment

Among the more than 700 Business Proposals with which this Mission was supplied, those in industrial equipment that created the greatest interest were almost equally divided between materials handling and electronics—closely paralleling current U.S. interest in the same products. One finds in Belgium a great diversity in methods of materials handling, from the most modern to relatively primitive. This latter condition is changing steadily; the market for new and im-

proved apparatus ranging from bulk handling of raw materials to conveyor systems for finished goods is considerable.

As a result, the Mission received many inquiries for information on the latest developments in U.S. equipment of all types.

Electronics

Interest in electronics covers much the same broad field it does in the United States, and presents opportunities both for the U.S. exporter and for those firms interested in manufacturing in Belgium for the entire Common Market.

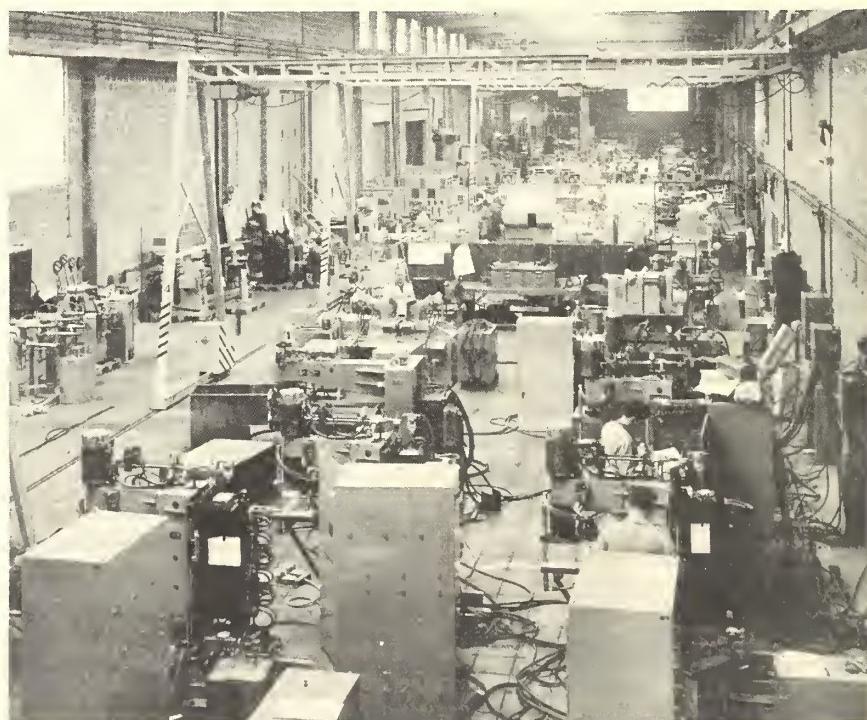
Next in importance—judged by the interest shown—was, rather surprisingly, air conditioning and all forms of refrigeration. Although Belgium does not have a

warm climate by our standards, air conditioning more for stability of temperature and control of humidity is considered increasingly important for stores, public buildings, and industrial use. There is as yet relatively little interest in home-sized units.

Heating methods change

Following air conditioning closely are all forms of central heating and space heating. With increased use of oil—and now natural gas—for home use, methods of household heating are being revolutionized.

There were substantial inquiries regarding machine tools, special metals and alloys (both finished and unfinished), automobile and garage accessories, pumps



BELGIAN MANUFACTURER: S.A. Electromechanique, of Brussels manufactures industrial welding equipment, and also serves as the Belgian representative of the Aurora, Illinois, Thor Power Tool Company.

of all types, and to a limited extent, medium-sized farm machinery for the relatively small farms common in Belgium.

Want to import U.S. items

While interest was shown in manufacture of much of this equipment, almost twice as many firms approached the Mission with plans to import products made in the United States as those wishing to manufacture under an agreement—an indication that American-made industrial products are still much in demand, and that, despite definite advantages already favouring EEC member nations for their output, the U.S. exporter will find a receptive market for his products in Belgium.

Quality stressed

The key word is quality. The Belgian manufacturer and his workers are both quality conscious, for their national product has always enjoyed the highest reputation. Rarely is the question of price discussed in relation to cheapness, but rather in relation to the product's good, best, and even deluxe quality. This does not mean that it need not be competitively priced, for no one is shrewder than the Belgian merchant in obtaining the best possible value—but not at the sacrifice of quality.

Credit not serious problem

For the U.S. exporter selling direct, credit is not a serious problem, for he is dealing with one of the most financially stable countries in the world. The majority of Belgian banks are widely experienced in all forms of foreign trade and are eager to be of assistance to importers and exporters.

Credit terms are usually the same as those which would be extended to financially responsible firms in the United States, and the Belgian merchant has an enviable reputation for meeting his obligations. If the U.S. exporter is reluctant to extend open account terms, however, sight or time drafts are quite in order; or for specially constructed machinery the Belgian merchant will establish a letter of credit or meet whatever terms are routine. Belgians are exporters themselves and readily recognize that various terms may apply. They are generally willing to cooperate with U.S. shippers until mutual trust has been established, when more liberal terms may be agreed upon.

Industry diversified

Belgian industry is probably as widely diversified as in the United States but in an area slightly larger than Maryland with a population of about 9 million. As a result, one often finds in a single plant a variety of manufacture rarely found in the United States.

This is not an unplanned operation proceeding on a haphazard basis; rather, it reflects knowledge, gained from experience, as to how to utilize facilities to the best advantage for production of several lines of equipment that collectively keep personnel and machinery busy in spite of seasonal purchasing affecting any one of these products.

U.S. goods prestige items

Competition in the Belgian market is similar to that existing generally throughout the European Common Market from each of the member nations. U.S. product lines are prestige items, and, providing they are competitive in price, they encounter good demand.

We in the United States during recent years have been able to maintain fairly stable prices, while in some member nations of the EEC costs of labor and materials, and likewise of completed goods, have risen steadily.

We are confronted with a schedule of diminishing tariffs among the Common Market countries, which favors an interchange of their goods. There is every likelihood, however, that if we are able to maintain our own price levels, the savings to member nations effected by the lowering of tariffs will be offset at least partially by increased manufacturing costs, and the protective features of EEC membership to some extent will be nullified. This would indicate the strong probability that U.S. exports will continue to find a ready market in Belgium and other EEC countries, with little if any diminishing volume for some time to come.

<p>Publications for International Traders</p> <p>The Checklist of International Business Publications is issued semi-annually—in July and January—by the Bureau of International Commerce, U.S. Department of Commerce.</p> <p>Single copies will be mailed without charge to those requesting the service.</p>	<p>Publications Division, BIC U. S. Department of Commerce Washington, D.C., 20230</p> <p>Gentlemen:</p> <p>Please put my name on your mailing list to receive the Checklist of International Business Publications when it is issued.</p> <p>Typing must be confined to line length indicated according to style of typewriters used.</p> <table style="margin-top: 20px; border-collapse: collapse;"> <tr> <td style="text-align: center;">Start</td> <td style="text-align: center;">Elite</td> <td style="text-align: center;">Pica</td> <td style="text-align: center;">Exec.</td> </tr> <tr> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> </tr> <tr> <td>Firm or Agency _____</td> <td>Person's name _____</td> <td>Bureau or Office _____</td> <td>City, zone and state _____</td> </tr> </table>	Start	Elite	Pica	Exec.					Firm or Agency _____	Person's name _____	Bureau or Office _____	City, zone and state _____
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Leads for Exporters

200 Food

Sausage casings, other items used in packing bologna, salami, similar meat products. Wants frozen meats, by-products, and poultry. P.V.B.A. Fierlafijn, Land van Waaslaan 30, St. Amandsberg-Gent. I.R. 377.

Agent seeks representation of firms producing ice cream, frozen foods and to arrange production of their lines in Belgium if prices prohibit importation of finished items. C. H. de Frahan, 19, rue Francois Jacquemart, Embourg. I.R. 86.★

Agent wishes to represent and sell spices, wines in bulk to be bottled in Belgium, canned meats, fruits, vegetables. Tecnomark, 87, Ave. Louise, Brussels. I.R. 405.

Ice cream mixes, desserts in tins, other food and non-food products for distribution in supermarkets, grocery stores. Seeks small independent sources for products to be packed under buyers' label. N.V. N. & C. Boost, Oostkaai, 16, Merksem. WTD 6/25/58 I.R. 344.

201 Meat Products

Poultry, beef, mutton, other meat products. Firm has facilities for further refinement of products prior to sale. Transimport s.p.r.l., 41 rue Ropsy Chaudron, Bruxelles, 7. I.R. 201.

Raw hides, skins, salted or pickled desired for wholesale. Firm is willing to act as representative or agent on exclusive basis and would like exclusive representative in U.S. for raw hides, skins. Paulus and Cie, s.p.r.l., 15, rue Champ du Roi Brussels. I.R. 147

202 Dairy Products

Icecream mix in 10 lb. tins. Raw materials used by confectionery baking trade. Ets. Gumpert & Co., s.p.r.l., 39, rue Ulens, Brussels. I.R. 97.

Food products, canned peaches, apricots, fruits for salad, string beans, canned and condensed milk. Tocofru, 8, Quai St. Laurent, Antwerp. WTD 7/10/58 I.R. 52.

203 Canning, Preserving Foods

Seeks to represent packer of shipper of canned corn, especially whole ears four or six per can. Frozen foods, crabmeat from Northwest, peas, shrimp. Ets. Arthur Hirsch and Co., 19, rue Haringrode, Antwerp. WTD 5/19/59 I.R. 324.

Seeks to represent U.S. lines, canned cherries, French-style beans. Etabl. Haerten & Braet s.p.r.l., 25, Square Vergote, Brussels. WTD 9/18/57 I.R. 73.

Seeks exclusive agency for concentrated fruit juice, dehydrated potatoes, spices. A. Lenders-Boost s.p.r.l., 5, rue de la Fourragere, Uccle-Brussels. I.R. 60.

Wants to sell canned fish, salmon, pilchards, sardines, canned fruits on commission basis. "Soali" s.p.r.l., 192, rue Royalc, Brussels. I.R. 55.

Wants to represent U.S. manufacturer of prepared and precooked foods, canned, frozen. Interagences, Lange Nieuwstraat, 53, Antwerp. I.R. 326.★

Canned vegetables, fruits, dried fruits, pecan nuts, canned asparagus (white type); Raw materials for manufacture of spices, jams. Ets. Lourtie, Juslenville (Theux). I.R. 26★

Frozen food lines for representation or import. Viking International S.A., 31 rue de la Science, Bruxelles 4. WTD 5/63 I.R. 31.

Frozen fruits, canned vegetables desired by importer for retail sale. Sodeac S.A., 53, Lange Nieuwstraat, Antwerp. WTD 6/7/63 I.R. 367.

Foodstuffs of all kinds, citrus, mixed drinks, prepared drinks, chinese meals, canned fruits, asparagus, corn-on-cob, dried fruits, peanuts, potato powder, walnuts, almonds, relishes, regardless of brand. Large chain store with many supermarkets and over 1000 retail stores seeks offers, regardless of brand, prefer private labels if price is advantageous. Ets. Delhaize Freres and Cie "le Lion" s.p.r.l., rue Osseghem, Bruxelles 8. WTD 8/30/62 I.R. 245.

Apples, pears to be packed by Belgian firm in retail units for supermarket distribution. Hesbania S.V., St. Strand (72433). I.R. 192.

204 Grain Mill Products

Fertilizers, animal food products. Janssens & Co., 25, Rode Straat, Antwerp. I.R. 356.

207 Confectionery

Wants confectionery for retail sale. R. Beaujean, Couthuin. I.R. 239.

208 Beverage Industries

Desires to act as agent for sale of bourbon whiskey. Societe Vicola, 24 rue Philippe le bon, Bruxelles, I.R. 160.

209 Food Preparations

Importer wants to establish packing plants for nuts, honey, dried fruits, wants contact with firms wanting to sell to the Common Market area interested in packing and processing in Antwerp. Ets. Markelbach & Corne S.A., 24, Longue rue d'herentals, Anvers. WTD 6/6/62 I.R. 281.★

Lard to be sold in Belgium. Les Patrons Charcutiers, 21 rue Ropsy Chaudron, Bruxelles. I.R. 168.★

Canned corn, particularly full ears, nuts, peanuts, pecans, pistachio nuts. Zenobia, 23 chaussée de Wavre 9, Hoeilaart. I.R. 203.

Chicken, animal foods of special types to be mixed with regular grains to increase productivity. Also fertilizers, insecticides, vegetable and grass seeds. Frans Carrermans s.p.r.l., 4-6 Maastraat, Antwerp. I.R. 378.

Packing plant by-products for eating, e.g. tripe, livers, hearts, tongues from all animals. WTD 2/48 I.R. 185.

Spices, oils, ingredients for potato chip production, particularly prepared lard. Also interested in machines for producing potato chips. Ets Janssens, 51-53 rue de la Consolation, Bruxelles. NCIA I.R. 204.

Canned cherries in No. 10 cans, shelled almonds, walnuts from California, additives, stabilizers, other baking and confectionery ingredients. Colofruit s.p.r.l., Noorderlaan, 98, Antwerp. I.R. 360.

Soy bean, cotton seed, other vegetable, animal oil, canned cherries, safflower oil. Rene Collin s.p.r.l., Omheiningplein, 10, Edegem-Lez-Anvers. I.R. 266.

Flour, rice, canned meat, cotton cloth. Colonial S.C.R.L., 80, rue Everaerts, Antwerp. I.R. 310.

Dehydrated chicken fats, dried, procured milk; also items for food producing such as coloring, flavoring extracts. L. Efratas, 136, Av. W. Churchill, Brussels. I.R. 57.

Food products, specifically spices, nuts, health, beauty aids, desired by manufacturer & distributor A. Meeus-Dierckx, Vaatkaii, 31, Merksem (Antwerp). I.R. 304.★

Artificial casings and ingredients in sausage-making, gelatine, atomized glucose, phosphates. Also phosphates, citrates, stabilizers for processed cheesemaking. N.V. Dera, Oostveldlaan, 215, Antwerp. I.R. 291.

Condiments, other gourmet products. Dumont Freres and Co., Chassart. I.R. 241.★

221 Broad Woven Fabric Mills, Products

Fabrics, synthetic, cotton. Ets. Couturier, s.p.r.l., Centre International Rogier, Bruxelles. NCIA I.R. 105.

Stretch cotton. Arnold Van den Berg Cy, S.A., 107, rue de Brabant, Brussels. WTD 2/3/62 I.R. 32.

Desires exclusive agency for printed cottons, upholstery, textiles, plastic fabrics. Duralay S.P.R.L., 3, Galerie Ravenstein, Bruxelles. I.R. 232.★

Desires agency for fabrics, linings, material -nylon, stretch fabrics, banlon, dacron, orlon, denims. "Zentex," 35, rue de l'Astromanie, Brussels. WTD 6/15/62 I.R. 33.

228 Yarn, Thread Mills, Products

Desires to be agent for synthetic fibers such as rayon, nylon, dacron. Ets. Ceulemans, 38-40, Huidevettersstraat, Antwerp. I.R. 290.

229 Textile Goods

Women's wear designer would like to handle U.S. operation of women's wear production in Belgium. Idee de Paris, 51 rue de Jonckere, Bruxelles. I.R. 217.★

Fabrics, blankets, non-woven knitted fabrics with painted floral design 120-160 cm., nylon fabrics for use as bedspreads desired by manufacturer selling in Benelux and Germany. "Hamotex" N.V., Hees 1, Hamont. I.R. 271.★

Textile waste collector wishes to import cotton, synthetic, artificial waste-fiber, acetates. Also wishes to export synthetic wastes. Anc. Ets. Brixko and Co. S.A., 1 rue d'Ara, Brussels. I.R. 407.

Raw materials for textile industry such as fibers, waste. Soredeco, 9, Eikenstraat, Anvers. I.R. 315.

Cotton wastes, wipers. J. C. Ceulemans, 46, ave. Brialmont, Antwerp 1. I.R. 305.

231 Men's, Youth's, Boy's Suits, Coats, Overcoats

Lightweight clothing to purchase direct for resales. "Bovy" G. and J. & Co., 38, Rue des Chartreux, Brussels. I.R. 23.

238 Apparel, Accessories

Children's footwear, medium-priced, new styles, desired by importer-exporter. Firma Sorgeloose V.P.B.A., Victor Braeckmanlaan, 102, St. Amandsberg-Gent. I.R. 293.

Knitted, embroidery lines, zippers, patches, embroidery, ribbons. Maison du Ruban, 25, rue de la Madeleine, Bruxelles. I.R. 145.

Engineer boots, industrial footwear, both leather, rubber. S.A. Boghman and Co., Centre International Rogier, Brussels. I.R. 104.

Importer-exporter of apparel for women, men seeks to represent U.S. firms in the Common Market and Switzerland. Also wishes to act as a buying agent for U.S. firms. Uni-Industrial and Trading Corp., 6 rue Crespel, Brussels. NCIA I.R. 384.

Importer, exporter desires to buy and sell fabrics for clothing for men, women, also trimmings, linings, buttons, thread, pocketing. Implasco Union s.p.r.l., 56 rue d'Artois, Bruxelles. I.R. 180.

Desires to act as agent for plastic clothing, baby infant items, also industrial safety clothing, materials and gloves. Maserco, 27, rue de Pavie, Brussels. I.R. 390.

Seeks to represent textile, apparel, shoe firms on commission basis. Also interested in women's costume jewelry. Ets. Odemic, 74, rue Veydt, Brussels 5. I.R. 24.

239 Fabricated Textile Products

Seeks to act as agent for distributing hosiery, synthetic yarn, ready-made ladies and men's wear, technicians uniforms. E.T.M.O., (European Textile Marketing Organisation), 163, rue Royale, Brussels. I.R. 22★

Acrylic interlinings needed by agent acting on commission basis in Belgium and Luxembourg. Ets. Furst, 171 Bd. Van Haelen, Brussels. I.E. 170.

Linings, trimmings, buttons, canvases for men's clothing industry in discontinued numbers for wholesaler. Noel-Dessart, 32-34 rue de Biseau, Binche. WTD 4/20/62 I.R. 142.

240 Lumber, Wood Products

Plywood desired by importer. Imeho, rue du Printemps, Anvers. I.R. 373.

Firm wants to act as selling agent for U.S. lumber shippers. Houtin s.p.r.l., 31 Koninklijkkelaan, Berchem (Antwerp). I.R. 286.

242 Sawmills, Planing Mills

Oregon pine, Alaska pine, other wood products, large dimension; lengths for harbor piles, other heavy work. Tropim, 459, Kapellensteenweg, Heide-Kalmthout. I.R. 292.

243 Millwork, Veneer, Plywood, Prefabricated Structural Wood Products

Sources for Douglas fir, cedar, plywood specialties, plastic laminates, plastic films for outdoor use wanted by importer. August Cras, Stationsstraat 107, Waregem. I.R. 88★

Desires prefabricated houses. Milo, 27 A Brusselstraat, Antwerpen. I.R. 374.

259 Furniture, Fixtures

Jalousies, roll-up awnings, vertical sun shades. Windels, Vangheluwe and Co., Izegem. I.R. 336.

261 Pulp Mills, Products

Seeks wood pulp sources, raw cotton linters. R. Cambier, 23 Ave. de la Toison d'Or, Bruxelles. I.R. 202.

262 Paper Mills, Products

All types of papers for converting purposes for use by printing, packaging trades. Papeteries de Belgique, 39, rue de la Grande Ile, Bruxelles. WTD 5/23/61 I.R. 250.

264 Converted Paper, Paperboard Products

All types of wrapping paper material, especially grease-proof, water-repellent. Also cellophane, polyethylene materials for agent. Ets. R. Bertels S.A., 526 Ave. Louise, Brussels 5. I.R. 21.

281 Industrial Chemicals

Chemical, pharmaceutical intermediates—glycols, organic acids, plastics such as polyethylene, polypropylene. Ets. J. M. Lefebvre, 65, rue Mignot, Delstanche, Bruxelles. WTD 2/19/63 I.R. 47.

Heavy chemicals, fertilizers, sulphuric acid, copper, zinc, nickel sulphates. Sidal S.A., 8, ave. Palmerston, Bruxelles. WTD 5/63 I.R. 237.

Chemical products used in soap-making. Amtexco Trading Co., 41, ave. de Roodebeek, Brussels. WTD 10/4/61 I.R. 91★

Agricultural chemicals desired by importer; also desires to export jute products. Remi De Poorter s.p.r.l., Graaf van Vlaanderenplein, 16, Gand. WTD 12/19/62 I.R. 332.

Wants to represent manufacturers of raw materials for plastics, chemicals such as talc, calcium carbonates for rubber manufacturers. Produits Chimiques Marcoux, 4, rue du Dobbelenber, Bruxelles 13. WTD 5/17/63 I.R. 178★

Melamine laminates wanted by importer, Imeho, rue du Printemps, Anvers. I.R. 373.

Importer desires chemicals such as acetic acid, acetic anhydride, d.o.p. tall oil, refined and crude, wetting agents for textiles, additives for textile and leather. Cie Gross and Irgens S.A., 14, Lange Leemstraat, Antwerp. I.R. 333.

Desires to act as wholesaler for chemicals used in analytical laboratories in research for industry and universities. Ets. Van Ermengem and Fils, 19, rue des Penitentes, Louvain. WTD 7/6/61 I.R. 123.

Importer desires pharmaceuticals, industrial chemicals such as sulphuric acid, nitric acid, catalysts such as aluminum, nickel, copper, lead. W. Schnitzer, 9, ave van den Nest, Antwerp. I.R. 335.

Specialty biochemicals, pharmaceuticals, fine organic chemicals. Especially interested in enzymes. Marcheurop, 5, rue de la Science, Bruxelles 4. WTD 4/25/62 I.R. 210★

Chemical products such as reactive laboratories chemicals, hydrochloric sulphuric acid, chlorhydric, citric, amoniac, acetone, esters, carbon tetrachloride, methanol. Also wants to import laboratory equipment. Sochima S.A., 62, rue de Nimy, Mons. I.R. 207.

282 Synthetic Materials

Polyurathane, rigid foam, foam glass, magnesia, calcium silicate, other specialties. Isolmat s.p.r.l., 9, Korte Klarenstraat, Antwerp. WTD 5/10/62 I.R. 317.

Rigid polyurathane foam pellets desired for import. Cooppal, Poudrerie Royale de Wetteren 13, rue d'Arenberg, Bruxelles. I.R. 124.

Polyethylene molding powders; polypyrolylene molding powders, polyester resin, acrylic monomer molding powders, p.v.c. molding powders, polyamid molding powders, polystyrene foam raw materials, polyurathane foam raw materials. Attraco-Atlantic Trading Co., S.A., 294, rue Royale, Brussels. WTD 3/29/62 I.R. 65.

Wants to represent pliofilm, polyethylene used for packaging. Papeterie Scaldia, 14, rue Ledeganck, Anvers. WTD 6/29/53 I.R. 81★

Wants to handle products such as polyurathane, polyester, pharmaceuticals (excluding aspirin), polyamides, polycarbonates, polypropylene not in competition with the Monsanto line. Ets. Osterrieth S.A., 64, Longue rue Neuve, Antwerp. WTD 6/6/62 I.R. 269.

Plastic building panels for sandwich panel construction. Constructions Maseni, Brussels, NCIA I.R. 425.

283 Drugs

Vitamins, ethical drugs, hormones, enzymes, specifics. Comptoir Chimico-Pharmaceutique, 1, Chaussee de Waterloo, Bruxelles 6. I.R. 253.

Bio-chemical products, vitamins, health-building products. Marcel Visele, 107, rue Boghemans, Wemmel. NCIA I.R. 283.

Ethical proprietary medicines for manufacturer desiring, in turn, agent or distributors in U.S. for line of proprietary medicines. Ets. H. Bonjean, 149, rue Franklin, Brussels. WTD 5/19/50 I.R. 19.

Enzymes, additives, vitamins for cattle feed. S.P.R.L. Goffin, 64 rue du Velodrome, Berchem. WTD 12/9/61 I.R. 355.

Pharmaceuticals, chemicals for food processing, animal feed. Cosima P.V.B.A., 22, Gallaitlaan, Wilrijk. WTD 5/22/63 I.R. 300.

Raw materials for pharmaceutical industry wanted by importer of these products. Soredeco, 9, Eikenstraat, Anvers. I.R. 315.

Chemicals for production of pharmaceutical preparations. Ludeco, 115, Ave. Albert Giraud, Brussels. I.R. 412.

Pharmaceuticals such as drugs used in X-ray, tranquilizers, treatment for cancer, gynecology, epilepsy, antibiotics. Firma Nordic, 8, Gemeente straat, Antwerp. I.R. 357★

Pharmaceutical products such as vitamins, hormones, veterinary pharmaceuticals for livestock, poultry management. Ets Sanders, 47, rue H. Waffelaerts, Brussels. WTD 6/63 I.R. 164.

Wholesaler desires pharmaceutical specialties, ethical drugs for distribution in Common Market area. Ets. A. de Bouronville et Fils S.A., Laboratoires "perfecta," 32-38 rue aux Fleurs, Brussels. I.R. 56★

Extracts for pharmaceutical products for allergies, asthma, hay fever, such as pollene, penicilin, specialized bacteriological materials. Ets. Gen. "biophady," 4 Quai Fernand Demets, Brussels 7. WTD 2/3/61 I.R. 39★

Specialty pharmaceuticals such as veterinary vaccines, dewormers, growing aids; ethical pharmaceuticals, cosmetic specialties. Ets. Mees, 198, Ave. de Scheut, Bruxelles. WTD 5/31/63 I.R. 139.

New antibiotic ethical drugs such as those for cholesterol high blood pressure. Wishes to export antihistamines, antirumatics. Delta-G Laboratoires, 257, chaussee de Turnhout, Anvers. WTD 6/2/61 I.R. 279.

Enzymes, synthetic heparine and derivatives. S.I.D., S.A. Pharbil, Societe d'Industrie et de Distribution, 112 rue des Palais, Bruxelles 3. WTD 5/63 I.R. 134★

Pharmaceutical products such as ethical drugs, vitamins, hormones. Egepharm, 28 rue Wayenberg, Brussels. NCIA I.R. 121.

Pharmaceutical, veterinary products, e.g. vitamins, enzymes, hormones, insecticides, cough syrups, skin ointments. S. A. Borgers, 55 Ave. Reine Astrid, Diest. I.R. 381.

Vitamins, other pharmaceuticals. Laboratoires Dobourg, Brisee No. 1, Maisieres (Mons). I.R. 421.

Manufacturer desires ethical drugs in form of raw materials or semi-finished materials to be used for human consumption. Interested in new developments such as anti-cough medicines, anti-histamines, bacteriastics. Kela Laboratoria, 155, Belgielei, Antwerp. WTD 6/3/63 I.R. 337.

Pharmaceutical products such as ethical drugs, vitamins, enzymes, research biochemicals, hormones desired by manufacturer-wholesaler. Laboratoires Legia Federa, 10 rue des Croisiers, Liege. I.R. 189.

284 Soap, Detergents, Cleaning Preparations, Perfumes, Cosmetics

Soaps, dental cream, tooth paste, mouthwash, deodorants, also diet cookies, foods. Chimi-Phar S.P.R.L., 109, Rue Baghemans, Wemmel. I.R. 256.

Cosmetics, beauty supplies. Ets. Jean Dierckx, rue de la Constitution, 50, Antwerp. I.R. 323.

Manufacturer wants health and beauty aids, also raw materials used in production of same. Cie. Nationale Des Parfums, 34 Square August Smets, Bruxelles. I.R. 198.

Solvent reclaimers for commercial laundry, drycleaning operations. Desires to export products, principally centrifuges. J. Heynssens, 37 Einde were, Ghent. I.R. 46.★

Importer desires to act as agent for firms producing beauty preparations, specialty cosmetics. Prefers small and medium sized companies. Baes Maurice, 4 bis Ave. des Mesanges, Laverle. I.R. 190.★

Soaps, soap chemicals, special industrial soaps, bleaches, dyes, tints. Ets. Cristel and Haurens S.A., 8 rue Gaucet, Liege. I.R. 182.

285 Paints, Varnishes, Lacquers, Enamels

Paints to sell on commission through distributors in Benelux and France. C. M. Declercq, 10, rue Kalenberg, Dilbeek/Brussels. I.R. 10.

Plastic, mar-proof varnish. Dezo, Oosterveldlaan 215, Antwerp. I.R. 306.

Wall paints, industrial and domestic, all types including enamels, lacquers, preservatives. Territory Benelux, Middle East, Congo Republic. S.A. Stella, 1, Ave. Emmanuel Machelen B.T. WTD 3/61 I.R. 163.

286 Gum, Wood Chemicals

Ethyl alcohol. Societe Vicola, 24 rue Philippe le bon, Bruxelles. I.R. 160.

287 Agricultural Chemicals

Fertilizers. Janssens and Co., 25 Rodestraat, Antwerp. I.R. 356.

Insecticides, raw materials used in production desired by manufacturer. S.A. Produits Pharmaceutiques et Chimiques, 4 Sq. Auguste Smets, Brussels 7. I.R. 167.

288 Chemical Products

Chemicals for food processing, animal feed. Cosima P.V.B.A., 22, Gallatlaan, Wilrijk. WTD 5/22/63 I.R. 300.

289 Chemical Products

Specialty chemical items eg. rust inhibitors, coated asbestos packings, plastic marine coatings, maintenance chemicals. Wishes to export lube greases. S.A. Vulhopp, 1, Quai des Matériaux, Brussels. I.R. 50.★

Wants to act as agent for complete line of plastic molding products such as polyethylene, polystyrene, polyester, p.v.c., urathanes, epoxy; machines for these materials, complete line of thermo, themosets; detergents, chemicals for paper industry, paint, varnish, waxes, soaps, petroleum based solvents. E. J. Kennes and Co., S.A., 80, Meir, Antwerp. WTD 2/13/63 I.R. 287.

New lines of maintenance chemicals such as clearing compounds, anticorrosion coatings, non-slip floor finishes. Firme Lovanyl p.v.b.a., Oude Kerkstraat, 51, Antwerp. I.R. 331.

Importer desires products such as antifreeze, brake fluids, service greases, transmission fluids. Would act as commission agent and for wholesaler, Benelux territory. Bullsoil Import Co., s.p.r.l., 47, Leuvense Steenweg, Boortmeerbeek. I.R. 115.

Glues, thermo-fusible glue for industrial use. E. Verhasselt S.A., 94 Chaussee de Mons, Zuen-Brussels. I.R. 234.★

Specific chemicals, pharmaceuticals, eg. quinine, cetyl alcohol, lecithin, coiffure dyes, chemicals, hormones, vitamins. A tanghe s.p.r.l., 57, Mechelsesteenweg, Antwerp. I.R. 277.

295 Paving, Roofing Materials

Asphalt shingles, square butt type, dark colors only—anthracite black, dark green. M. H. Lummerzheim and Co., Zeeschipstraat, 107, Gand. I.R. 347.

Barrett roofing products. Goedkoop Leen and Hypotheek Cantoor, 98, Noorderlaan, Antwerp. WTD 5/24/63 I.R. 298.

299 Products of Petroleum, Coal

Tall oil, crude, refined. Ste. Coop; Graines and Huiles, 12, Beddenstraat, Antwerp. WTD 7/10/56 I.R. 302.

307 Plastics Products

Original designs in finished plastic products for 1) plumbing fittings; 2) plastic bottles, containers; 3) any other original product for commercial use or for special laboratory use. Ets. G. J. Willems s.p.r.l., 705 Chaussee de Waterloo, Brussels 18. I.R. 41

Manufacturer desires rubber, reinforced rubber hose for high-temperature and high pressure use. Also Vinyl-asbestos floor tile. International Rubber S.A., 37, rue de la Station, Lembeq-Hal. WTD 8/2/60 I.R. 240.

Plastic, other building materials desired by importer for construction industry in the Benelux. N. V. Van Oorschot & Wijckmans, Kipdorp 21, Antwerp. I.R. 307.

Specialized plastics items, packaging items such as vacuum-formed Mylar films, thermo-formed pvc packaging stock, partly-processed thermo-plastic films, sheeting; small-capacity vacuum-forming machines for small plant packaging operations such as blister packaging; inexpensive line of fountain pens. Seeks exclusive agency for all items or machines. Ets. Rene Van Leeuwen, 17, IJzeren Leen, Malines. I.R. 117.

New plastic coating applications if competitive with paint. Usines de Keyn Freres S.A., 27 Rue aux Choux, Bruxelles. WTD 4/6/61 I.R. 248.

Plastic wall, floor tiles. Ets. Dimarop S.P.R.L., Van Leriusstraat, 10, Antwerp. I.R. 349.

311 Leather Tanning, Finishing

Textile importer desires suede leather, tanned australian lamb for use in manufacturing clothing. Arnold Van den Berg Cy S.A., 107, rue de Brabant, Brussels. WTD 2/3/62 I.R. 32.

Manufacturer of outer garments desires to buy skins direct from tannery. Any animal hides, suede leather. Belaco s.p.r.l., 9, rue Gheude, Bruxelles 7. WTD 5/5/63 I.R. 254.

314 Footwear, Except Rubber

Wholesaler wants U.S. shoe lines, especially interested in children's orthopedic shoes. Mr. Jim Vivegnis, 9, rue St. Adelbert, Liege. I.R. 109.

317 Handbags, Personal Leather Goods

Small novelty leather items—wallets, briefcases, for distribution by importer. Tannerie De Fresin S.A. Fresin. I.R. 235.★

329 Abrasive, Asbestos, Nonmetallic Mineral Products

Anthracite, bituminous coal, domestic, foundry coke desired for direct import c.i.f. to Antwerp and Rotterdam. Quotations desired as soon as possible for delivery July, August, September in cargos of 3000 to 5000 tons. Specifications: volatile-14/18%, moisture-5.8%; ash-0.05%, fixed carbon-9, calories-7,800, density-700/750 kg./m³, size-2 x 0. J. H. Cobbaert, 6, rue des Ateliers, Charleroi. I.R. 25.★

330 Primary Metal Industries

Stainless steel in every shape; aluminum products finished and semi-finished for industry in general including the building industry for distribution throughout the Common Market. Metaux Legers et Metaux Non Ferreux S.A., 105-115, rue Charles Demeer, Brussels. WTD 1/15/58 I.R. 158.

331 Steel Mill Products

Special types of stainless, other alloy steels, eg. titanium, silicon, tungsten alloys desired by manufacturer. Shapes such as tubes, rods, profiles, coils, latter in thickness below 5 mm. S.A. Aciers Hamal-Nandrin, 5-11, rue Douffert, Liege. I.R. 2.

333 Primary Smelting, Refining of Nonferrous Metals

Zinc plates, sheets. Antwerp Steel Export, 2-3, Groenplaats, Antwerp. WTD 3/21/62 I.R. 428.

Prepainted coil metal stripping, both steel, aluminum, for general manufacture of industrial equipment, store fixtures, metal furniture, desks; for use in industrial and residential buildings. Ets. Vandecappelle gebrs. N.V., Rumbekestrenweg 279, Roeselare. I.R. 429.

335 Rolling, Drawing, Extruding of Nonferrous Metals

Copper products—billets, cathodes for tubes, brass products; finished and semi-finished aluminum sheets, strips, bars, tubes; structural (aluminum and alloys) window frames, aluminum wall panels. Sidal S.A., 8, avenue Palmerston, Bruxelles. WTD 5/63 I.R. 237.

Steel mill handling equipment wanted by exporter of steel mill products. Ets. Paquet-Lardinois s.p.r.l., 4, Rue de l'Ecuyer, Brussels. I.R. 99.

339 Primary Metal Industries

Ferrous, non-ferrous metals, aluminum, copper sought by importer. Pierre Loicq, 1, rue Kattebroeck, Dilbeek-Brussels. WTD 11/16/61 I.R. 49.

Steel sheet rods, tubes, bars, plates, specialties. Also titanium, copper wires for all conductors, stainless steel sheet, plates, bars, rods. Ets. Michaux, 528 Ave. Brugmann, Brussels. I.R. 6.

342 Cutlery, Hand Tools, General Hardware

Small tools for home and industrial use desired by direct import or on commission agency basis. Markt and Co. Importers, Ltd, 88 rue de la Caserne, Brussels. I.R. 218.

Garden tools, do-it-yourself tools. Ets. Andre van Acker S.A., 92, rue Picard, Bruxelles 2. I.R. 275.

General hardware articles for wholesale distribution. Tuyauteries et Constructions S.A., 43, rue de la Blanchisserie, Brussels. WTD 4/4/61 I.R. 34.

Owner of non-ferrous metals foundry wants to purchase door locks, revolving door pivots, pneumatic door closing devices, also control knobs for television sets, refrigerators. S.A.C.A.B., 7, Ave. Emmanuel, Machelen. WTD 3/28/63 I.R. 131.★

343 Heating Apparatus, Plumbing Fixtures

Sanitary supplies such as bathroom fixtures, toilets, toilet seats, similar products. Also plumber supplies for direct import. Dezo, Oosterveldlaan, 215, Antwerp. I.R. 306.

Heat transfer, oil operated boilers for industrial and domestic use wanted by manufacturer for purchase and eventual licensing. Fopona S.A., 66, rue du Pont Neuf, Machelen, Brabant. I.R. 9.

Pipe, tubing, valves, plumbing supplies for wholesale. S.A. Sobecomin, 20 rue du Luxembourg, Brussels. WTD 8/27/62 I.R. 59.★

New types of central heating equipment, wallvector, baseboard radiant heating; air conditioning for domestic use only. "Sogaz", (Dept. Chauffage Central), 38 Ave. Rittweger, Machelen, Brabant. I.R. 7.

344 Fabricated Structural Metal Products

Pivoting aluminum windows, both vertical and horizontal; stainless steel strapping for insulation, block binding. S.A. Fourisol, Jules Moretuslei, 586, Wilrijk. WTD 1/9/62 I.R. 264.

Tanks, storage facilities constructed on site, steel towers and water filtration equipment sought by exporter of steel mill products. Ets. Paquet-Lardinois s.p.r.l., 4, rue de l'Ecuyer, Brussels. I.R. 99.

Heavy fuel oil burners 50-600 kg. range, automatic pre-assembled industrial boilers vaporizing 12 tons steam per hr. Branch plants in France, Germany, Italy, England, licensees in Canada, Australia, New Zealand, South Africa, Japan. Etablissements Wanson, Blvd. de la Woluwe, Haren (Brussels 13). WTD 4/54 I.R. 155.★

Aluminum windows, doors, laners (prefabricated). Rotimex S.A., 32 Ave. Arthur Goemaere, Anvers. WTD 4/10/58. I.R. 69.

Stainless steel valves in full size range for chemical, nuclear, corrosion-proof processing use. Teflon shapes such as tubes, rods, bars, discs. Stainless steel types 304, 403L, 316, 316L. Sogevem, 10, Ave. des Klauwaerts, Bruxelles. I.R. 76.

Aluminum extrusions for construction industry, eg. windows, doors, storefronts, tablets, ornaments, other prefabricated aluminum products. "Alumoxyd" s.p.r.l., 11-13, Rue du Foyer Schaeberkois, Brussels. WTD 3/1/61 I.R. 12.★

Desires to act as exclusive agent for prefabricated metal buildings, garages, doors, windows. Ateliers Flemal et Fils, 27 rue Spinnois, Montignies s/Sambre. WTD 4/19/62 I.R. 118.

Manufacturer desires aluminum building products such as windows, storm windows, awnings, doors. Industrial and Trading Co., 1, ave. St. Bayon, Zellik (Bruxelles). I.R. 431.

Metal products for building construction such as aluminum windows, doors, hot water heaters, boilers. S.A. Awans-Francois, 70, rue de la Station, Awans-Bierzet. I.R. 409.

Seeks to represent makers of aluminum window frames, prefabricated sections. Houtin s.p.r.l., 31, Koninklijkelaan, Berchem (Antwerp). I.R. 286.

Aluminum windows for industry, home, also aluminum door frames, doors. Socotec s.p.r.l., 17 Ave. de Philippeville, Marcinelle. I.R. 226.

349 Fabricated Metal Products

Manufacturer of grating for floor covering desires to import allied products which can be used in present marketing facilities. Thielco s.p.r.l., 66, Lombaardvest, Antwerp. I.R. 280.

352 Farm Machinery

Lines such as fertilizer spreader, seeders desired by importer. Ets. Francotte, 13 rue Abbe de l'Epee, Bruxelles 15. I.R. 146.

All types of medium size agricultural apparatus that can be used on typical medium size Belgian farms; also hydraulic lift attachments for utility vehicles. S.p.r.l. Luc Flamant, 5, route de Perwez, Frizet Saint Marc Namur. I.R. 427.

353 Construction Machinery

Large mechanical equipment such as conveyors, handling equipment desired by manufacturer. Atelier Francois S.A., (Construction Metallique), Sclessin. WTD 12/62 I.R. 177.★

Conveyor, packaging systems for raw materials, finished goods; also coal breaking apparatus. Algoncon, Arenbergstraat, 2, Antwerp. I.R. 288.★

Material handling equipment such as conveyor handling systems. S.A. Awans-Francois, 70 rue de la Station, Awans-Bierzet. I.R. 409.

Conveyor systems, computer attachments for counting number of units being carried. Soc. Cooper. E.R.G. Manutention, 81, rue de Marcinelle, Charleroi. I.R. 424.

Manufacturer desires agency agreements for construction machinery. Ateliers de Genard Denisty A.C.D., Chatelincau (Charleroi). I.R. 400.

Latest and improved materials handling equipment for wide range of industry, sugar refineries, cement plants, chemical plants, foundries, S.A. des Anciens Ateliers Marcel Mouyard, Falisolle (Namur). I.R. 128.★

Rods and bits only for mining, oil drilling. Zema Continental and Co., Kolonielaan, 28, Antwerp. I.R. 283.

Equipment used for housing construction including machinery for making cement, cement blocks, bricks, contractors' equipment such as concrete handling trucks, mixers. Weboma-Prefabs, 473, chaussée de Tervueren, Heverle, Louvain. I.R. 411.

Material handling equipment, prefabricated homes, home construction, road building equipment. Agence Maritime Wall and Co. S.A., 18, Falconplein, Antwerp. WTD 9/25/58 I.R. 345.

Material handling equipment for sand, gravel plants, rock crushing desired by manufacturer. S.A. At. Delbecque et Fils, Seilles. I.R. 243.

Conveyor systems or heavy rolling stock such as road building equipment, bulldozers or graders desired by manufacturer who will act as agent or licensee. Societe Gregg d'Europe, Ave. Huysmans 53 II, Lot. WTD 1/3/50 I.R. 95.

Concrete block-making machinery, construction equipment desired by manufacturer. Ets. Dimarop s.p.r.l., Van Leriusstraat, 10, Antwerp. I.R. 349.

Electric hoists, conveyors, coal, coke handling equipment sought by importer. Fabima, Manutention, 61, Ave. C. Montald, Brussels. I.R. 84.

354 Metalworking Machinery

High precision machinery equipment, horizontal and vertical boring mills, shapers, desired by importer for resale. E. and P. Bodson, 6, quai St. Leonard, Liege. WTD 6/9/50 I.R. 77.

Tool machines for textile industry desired by manufacturer for own use. Duranitre, Herstal. I.R. 224.

Tool machines wanted by importer selling throughout Common Market area. Cemo, (Compagnie Europeenne de Machines-Outils), Heers-Limbourg. WTD 6/22/56 I.R. 225.

Metalworking machinery, truck chains from 10 to 30 tons. Barette, (Machine Outils), Zaventem. I.R. 197.

Electrical, pneumatic precision machine tools desired by distributor. Ateliers Armand Colinet, Rue de la Station, Le Roeulx. WTD 5/63 I.R. 126.

355 Special Industry Machinery

Woodworking power tools, saws, lathers, sanders. Houtin s.p.r.l., 31, Koninklijkelaan, Berchem, (Antwerp). I.R. 286.

Equipment, machinery—wide variety—used in processing or merchandising of frozen foods, modern display equipment. Viking International S.A., 31 rue de la Science, Bruxelles 4. WTD 5/63 I.R. 31.

Equipment, accessories for manufacturer in ready-to-wear industry for garment cutting. Etablissements Joseph Paulus, 12, Pl. Roggeman, Dison-Verviers. I.R. 433.★

Packaging machinery, equipment; cellophane, other flexible materials for packaging desired by old established importer. Ets. Pittevil, 203, Bd. Auguste Reyers, Brussels. WTD 11/56 I.R. 37.

Processing machinery for plastics, such as extruders, molders—leading to possible licensing for manufacture of plastic products, desired by substantial manufacturer. Ste Amoniaques Synthétiques Et Derives, 103 Blvd. de Waterloo, Bruxelles. I.R. 165.

Packaging machinery for food products—wrapping, sealing—desired by agency. Francois Beaupain Agences Industrielles, 18 Quai du Commerce, Bruxelles. I.R. 191.

Binding machinery to bind plastic to cotton cloth for table draperies; industrial covering of synthetics for furniture, automobile seats. Ets. Yves Weltjens s.p.r.l. 525 99/011, Gent. I.R. 212.★

New designs of injection molding and thermoforming for industrial products leading to production under license. Plastiplat N.V., Komiteitstraat, 46-52, Merksem. I.R. 294.

Textile machinery wanted for manufacturer in counterpart line—leading to licensing or joint venture. S.A. des At. Houget Duesberg Bosson, Verviers. I.R. 222.

Modern machinery for making building needs from clay, brick, asphaltic, asbestos cement, other materials, sewer and pipe cleaning materials, equipment. Keramo S.A., Hasselt. I.R. 334.

Paper-making equipment for cups, ice cream containers, containers for other food products sold in dispensing machines. Papietries de Virginal, Virginal (Brabant). WTD 3/3/59 I.R. 1.

Envelope-making machinery of latest type. Ets., Legast, Soignies. WTD 10/62 I.R. 71.

New machines for electronic heat seating, welding, joining of thermoplastic materials such as cellophane, polyethylene, polyvinyl chloride, for joining paper forms to make sets. Matindus (Plastiques), 98 rue des Pres Communs, Neder Over Hembeek. WTD 10/1/57 I.R. 96.

Circular saws with abrasive or carbide tips for large stone cutting, marble blocks, slabs. WTD 10/4/61 I.R. 90.★

356 General Industrial Machinery

Pumps compressors, hydraulic equipment, chemicals pumps, pumps for industrial, household, mines; compressors for garage and industrial use; desired from manufacturers—leading to eventual license manufacturing. Anc. Ets. M. Courbain S.A., 43 Bd. Barthélémy, Brussels 1. I.R. 221.

Shop-type air compressors, steam generators, additional lines for distributor of automotive equipment, service station supplies. Ets. J. Bergiers, S.A., 43-45, rue Memling, Brussels 7. WTD 8/22/62 I.R. 14.★

Industrial ventilation equipment: aluminum windows, doors, prefabricated liners desired by importer-exporter-wholesaler of building materials, accessories. Rotimex S.A. 32, Ave. Arthur Goemaere, Anvers. WTD 4/10/58 I.R. 69.

Equipment for handling steam, high pressure, low pressure water and compressed air desired by importer of industrial heating and process equipment for industry. Interested only in accessories for compressed air installations, not in compressors. S.A. Sarco Belge, 281, Ave. Ryhove, Gand. I.R. 13.

Packaging machine equipment desired for import or for distribution by agent. Soredeco, 9, Eikenstraat, Anvers. I.R. 315.

Equipment for production and storage of liquid oxygen, nitrogen, argon, chemical gases, acetylene gas. Manufacturer desires initially to purchase equipment, eventually to manufacture under license. "Sogaz," Chemical Division, 38 Ave. Rittweger, Machelen, Brabant. I.R. 8.

358 Service Industry Machines

Floor maintenance machines for scrubbing and cleaning devices for industrial use. Eliona S.A., 638 Ave. de Schaerbeek, Brussels 15. WTD 1/62 I.R. 229.

Building maintenance equipment desired by the largest building cleaning service in Belgium. Etablissements Laurenty, rue Lairesse, Liege. I.R. 143.

Industrial cooking and heating equipment wanted by importer selling food conveyors, dish washing machines in Europe on a direct basis and in Africa and the Middle East on an indirect basis. Ets. Justin Mengal, 167, rue de Flandre, Brussels. WTD 5/9/63 I.R. 30.★

Air conditioners, both industrial and domestic; industrial refrigeration, accessories including compressors; all types of refrigerated food dispensers for supper markets. Etn. L. H. Williams N.V., Wipstraat, 26, Antwerp. I.R. 299.

Industrial equipment, supplies, office equipment for wholesaler of well-established stature. Ets. Beeckmans & Veys P.V.B.A., Van Luppenstraat, 46-50, Antwerp. WTD 6/14/63 I.R. 263.

Air conditioners, heaters, large, for homes, industry, schools, churches, shipped knocked down, for wholesaler. Aircontrol, Eikblokstraat, 103, Deurne (Antwerp). I.R. 314.

Refrigerated cabinets, gondolas, shelving, other equipment for storing foods, used in supermarkets, trucks, barges, for large distributor. Erimak Spri Thire & De Jonghe, Pantserstraat, 171, Gent. I.R. 312.

Airconditioning units only for inserting in cabinets which manufacturer makes. Ets. Wal, Chaussee Romaine 811, Brussels 2. I.R. 402.

Water treatment, conditioning apparatus, filters for home, industry, swimming pools for manufacturer/importer—leading possibly for manufacture under license. Ste D'Epuration et D'entreprises, 93 a 103, rue Elise, Brussels. I.R. 408.

Gasoline pumps for station service, industrial use. Oil pumps for pumping oil from storage drums. Ets. Dumont, 1097 chaussee d'Illaecht, Brussels. I.R. 195.

Central heating systems, plumbing, elbows, other fittings; airconditioning, gas fired water heaters, servicing equipment for manufacturer of these products. Ets. Parfonry & Lielens ste ame, 52 quai des Charbonnages, Brussels. WTD 4/50 I.R. 152.

Dry/wet filters, humidifiers, de-humidifiers, with components for same, desired by manufacturer/agent, used for food products, industrial use. Fourinco S.P.R.L., 6, rue des Sables, Brussels 1. WTD 5/63 I.R. 114.★

359 Machinery, Except Electrical

Assembly-machinery work for manufacturer of U.S. Army Rocket Launcher, seeking peacetime production. Small hoists, boat trailers, small precision machinery/equipment. S.A. Mecar, 4, rue de la Chancellerie Bruxelles 1. WTD 8/31/56 I.R. 206.

Water softening apparatus for manufacturer of equipment/materials for purification of water, leading to eventual license for manufacturer of same. Appareils et Produits pour l'Epuration des Eaux, 34, rue Guil. Stocq, Ixelles-Bruxelles. I.R. 379.

Pneumatic power tools—drills, hammers, filling/sawing machines for importer. Ets. De Laloy, 168, rue J. Bogemans, Wemmel. NCIA I.R. 423.

Brake drum, turning lathes wanted by importer of automotive equipment. De Crane & Marsily, 250, Desquinlei, Antwerp. WTD 12/4/62 I.R. 364.

Exclusive agency for: 1) automotive parts (replacement); 2) garage, testing equipment; 3) industrial products—a) bearings, b) lubricating equipment, c) hydro-pneumatic products, d) refinishing equipment for metal lines—wanted by old established manufacturer. Etablissements Daniel Doyen S.A., 31-34, Blvd. du Midi, Brussels 1. I.R. 397.

Do-it-yourself tools—electric drills, saber saws, reproduction sanders 1,2,3,4-sizes milling machines, electric saws, 6" maxiplaner machine pedestal grinders, wood-turning lathes desired by importer/wholesaler. Stevens S.A., 79 chaussee de Bruxelles Ledeburg. I.R. 173.

Machinery for textile production—cloth/carpets—, plastic paper processing/converting, related equipment for importer/agent, specializing in web-guiding/tension control equipment—leading to licensing at later date. Precinorm Engineering P.V.B.A., 112, L. Grote Baan, Ravels. WTD 6/7/63 I.R. 368.★

Equipment for automatic animal husbandry, such as feeders, watering stations, Fontaine and Fils, Gaurin-lez-Tournai. WTD 4/53 I.R. 156.

Auto servicing equipment desired by importer selling to servicing garages. Ets. Marcel Donnay, 39-41 Bd. d la Sauveniere, Liege. WTD 2/6/59 I.R. 79.

Wholesaler desires to represent manufacturer of files, drills, reamers, hand tools, both powered and hand-operated. Outilac, 50, rue Wetinck, Jemeppe-Liege. I.R. 82.★

360 Electrical Machinery

All types of electronics for direct import. Sait Electronics, 25 Boulevard du Regent, Brussels. I.R. 228.

361 Electric Transmission, Distribution Equipment

TV equipment, 50 cycle 110-220 v. cover supplies, signal amplifier, all types of vhf/vhf-tv antennae/antenna rotators, tv signal filter devices for importer above line. Firma De Vrieze, 76-78, Generaal Slingeneyerlaan, Deurne. I.R. 343.

Electrical conductors in copper-aluminum with special insulation and silicon cells for current rectifiers luminous tube transformers, desired for manufacturer of electrical equipment. Desires representation or acting as licensee for U.S. firms specializing in electrical products requiring technical knowledge to manufacture, install. S.A. Constructions Electriques Et Electroniques, 472, rue St. Leonard, Liege. WTD 5/14/62 I.R. 113.

362 Electrical Industrial Apparatus

Electrical electro-mechanical control equipment desired from manufacturers by importer/manufacturer of electric thermic heating elements, infra-red thermostats, advantageously oriented for distributing goods throughout Europe—Brussels. WTD 5/55 I.R. 159.★

Electrical equipment—all types—for domestic/industrial use, electrical apparatus for medical profession desired from U.S. manufacturers by manufacturer in like products—leading to eventual licensing. S.A. Teco, Bois-de-Bruex (Liege). I.R. 387.

363 Household Appliances

Major appliances—refrigerators/ranges, others—for manufacturer seeking agency agreements with a view to licensing these products at later date. Sabel, Cy. 101-107, rue Van Soust, Brussels 7. I.R. 418.★

Lines of major appliances desired by established importer-distributor Pan Electric Co., 480, Ave. de la Couronne, Brussels. I.R. 72.

Hot water heaters. Ets. Odemic, 74, rue Veydt, Brussels 5. I.R. 24.

Electric hair dryers. Richard Henry and Fils, 18 Ave. J. B. Charlier, Hocilaart. WTD 2/25/63 I.R. 28.

364 Electric Lighting, Wiring Equipment

Electrical material installations, lamps, other lighting specialties, for residential-commercial-industrial uses desired from U.S. manufacturers. Ets. Litvine, 31, rue de la Lignere, Bruxelles. I.R. 383.

Exterior industrial type lighting for: streets, industrial plants, airports, mines—including flood/spot lights, sodium/mercury lights, guarded non-explosive lights desired from U.S. manufacturers by Belgian manufacturer with view to ultimate licensing. S.A. Electro-Lumiere, 181 rue petite voie, Herstal. I.R. 220.

365 Radio, Television Receiving Sets

High fidelity, stereo equipment desired from U.S. manufacturer for representation. Ets. Fr. Drion, 66 Ave. Emile Vandervelde, Brussels 15. I.R. 40.

366 Communication Equipment

Electronic, electrical items such as walkie-talkie sets, transceivers and relays for high-amp circuits needed by manufacturer-importer. La Telephonie Industrielle, 380-386, Ave. van Volxem, Brussels 6. I.R. 4.

369 Electrical Machinery, Equipment, Supplies

Electric clocks, switching equipment, systems, alarms, others desired for representation in Common Market countries. Ets. A. Laurent, 32, rue St.-Christophe, Brussels. I.R. 416.

Advanced teaching machines as used in language laboratories, other educational aids—complete line—desired from U.S. manufacturers for vice president of a federation of educators in Belgium. Georges Herbiet, 16 rue Frederic Pelletier, Brussels. I.R. 138.

Broadcasting equipment, all types electronic devices—i.e. counting devices, digital units, electric ducting, other electrical installations equipment for importer of broadcasting equipment. Societe F.M.I.T., 92, rue des Veterinaires, Brussels 7. I.R. 420.

Home appliances, other equipment, i.e. garbage disposal units, room humidifiers, electrically operated garage door openers, doorlocks (electrical), other residential novelties desired by importer. Elmec, S.P.R.L., 114, ave. de l'Armee, Brussels. NCIA I.R. 148.

Controls (electrical) for operation of street traffic signals, other type electrical controls from U.S. manufacturers desired by importer of electrical controls for industry. S.A.A.T.E.M. (Electricite), 154, ave. de Cortenberg, Brussels 4. I.R. 223.

Electrical tapes, i.e. fiberglass, impregnated with teflon or nylon, desired by manufacturer of similar equipment. Ets. Derville & Delvoye, Inc., 1, rue de l'Avenir, Courtrai. I.R. 282.

Electronic equipment of test-equipment variety, i.e. oscilloscopes, signal generators, electronic components-industrial, very precise capacitors, resistors desired by importer. Belram Electronics, 83, ave. des Mimosas, Brussels. WTD 8/13/62 I.R. 135.

Auto electric components. Any arrangement for representation must be by exclusive franchise. Krautli Auto Electric Parts S.A., 2-7 Square Sainetelette, Brussels. WTD 10/3/62 I.R. 29.

371 Motor Vehicles, Motor Vehicle Equipment

Automotive parts, accessories desired for agency of substantial existing organization. Galeries Anspach, Brussels. I.R. 399.

Crash trucks for fire protection of aerodromes wanted by manufacturer who desires representation for line, with view to eventual manufacturing under license, or part manufacturing and assembly, with parts imported from U.S. Leyco (Division of Sacab) 7, ave. Emmanuel, Machelen. WTD 3/28/63 I.R. 132.★

Electronic, automotive, aircraft spare parts desired for exclusive agency representation by importer of these goods for military purposes. Andre Van Den Berghe, 234, Ter Rivierenlaan, Deurne (Antwerp). WTD 9/24/62 I.R. 272.

200 "bombs" (compressed air cylinders) for inflating automobile tires desired as trial order. Must be of approved manufacture. Steady volume of business assured for reliable product. Centrale Rem s.p.r.l., 143, Rue Belliard, Brussels 4. WTD 2/18/63 I.R. 3.

Surplus spare parts for tanks, trucks. Ets. Leunis Freres, Boechout, Antvers. I.R. 107.

Tank truck pumps for in-truck construction to handle gasoline, fuel oils, chemicals, acids, solvents. Also tank truck accessories including tank valves, manholes, trailer axles, air brake systems, fifth wheels. T.T.A. Ets. Truck and Tractor Appliances S.A., Ave. Salvia, Merksem (Antwerp). I.R. 308.

372 Aircraft, Parts

Automotive aircraft, spark plugs, brake linings, lamps for lighting, fan belts desired by importer who delivers at quoted prices. Mr. Demaret, 84 rue Bodeghem, Bruxelles. I.R. 136.

Electronic components of aircraft reliability, especially multipin connectors, aircraft electronic control gear, for resale to Belgium aircraft industry and electronics industry. Societe Sidelec (Electronique), Centre International Rogier, Brussels. WTD 2/12/63 I.R. 74.

373 Ship Building, Repairing

Pleasure boats, marine engines, prefabricated houses desired from U.S. manufacturers for agent. Van Der Planken, 10, Ave. Maria Henriette, Antvers. I.R. 376.

379 Transportation Equipment

Heavy equipment, automotive parts, ordnance equipment for manufacturer interested in agency agreements with eventual licensing arrangements for these products. N.V. Heneschel Engineering, 604, chaussee de Boom, Wilrijk (Antwerp). I.R. 296.

Specialized electromedical, X-ray, radiological equipment for hospitals in Belgium, Luxembourg. E. Fueter and Co., S.A., 263, Ave. Louise, Bruxelles. WTD 6/21/55 I.R. 242.

Operating room supplies, equipment. "Medic," 94, Ave. du Polo, Brussels. I.R. 259.

Therapeutic devices for hospital and medical use; all types of hospital and operating equipment. Roduc s.p.r.l., Kalkstraat, 85A, St. Niklaas/Waas, I.R. 358.

Medical supplies for doctors, markets, drug stores: first aid supplies, packaged bandages, patent medical supplies, stretch bandages. S.A. S.A.R.D.A.C., 15/17 Rue Francois Debecker, Brussels 15. I.R. 85.

381 Engineering, Laboratory, Scientific, Research Instruments

Chemical centrifuges, other chemical laboratory instruments, testing apparatus desired from U.S. manufacturers by agent and/or wholesaler. Ets. Van Ermengem & Fils, 19, rue des Penitentes, Louvain. WTD 7/6/61 I.R. 123.

Electronic instruments, components for laboratory and industrial use wanted by new firm which will purchase and resell in Belgium and Luxembourg; exclusive distributorship desired. For laboratory: oscilloscopes, generators, voltmeters, counters, wattmeters, geiger muller counters, detectors-flow, strain and temperature, panel meters. For industry: computers, regulation equipment, detectors, automatic machines, indicators, inter-communication wire or wireless, tele-meters. Stelectronique S.A., Bruxelles 5. NCIA I.R. 246.

Laboratory items made of glass and plastic, aerosol valves. Especially interested in scientific and laboratory apparatus for the University of Louvain. J. Goovaerts, 45, rue d'Outremont, Brussels 4. WTD 9/14/61 I.R. 27.

382 Instruments for Measuring, Controlling, Indicating Physical Characteristics

Laboratory equipment for metallurgical labs such as spectrometers, hardness testing equipment, elongation, deformation testing equipment with high magnification. E. and P. Bodson, 6, quai St. Leonard, Liege. WTD 6/10/50 I.R. 77.

384 Surgical, Medical, Dental Instruments

Medical laboratory equipment, i.e. spectrophotometers, centrifuge, fluorometers, respirator equipment for hematology (cellcounters); the whole line desired for exclusive agency. Ets. Van Hoplynus, S.A., 101, rue Royale, Brussels. WTD 2/13/63 I.R. 66.

Hospital furniture, electro-medical apparatus, disposable syringes, other disposable items for hospital, medical use, desired by importer. S.A.J. Hegelbach & Co., Chaussee de Charleroi 159, Brussels. WTD 3/18/57 I.R. 102.

Medical/surgical appliances, safety equipment for use in factories desired by manufacturer/distributor. Ets. A. Couvreur S.S., 78 rue Gallait, Brussels 3. WTD 2/26/63 I.R. 35.★

Hospital supplies, surgical instruments, bandages, plasters, medical supplies of highest quality for manufacturer of fine chemicals for pharmaceutical industry. Ludeco, 115, Ave. Alber Giraud, Brussels. I.R. 412.

386 Photographic Equipment

Photographic products, i.e. cameras, projectors, suppliers, desired from U.S. sources by importer. Photo Orient, 40, Ave. Des Tropiques, Brussels. I.R. 385.

Specialty papers for various types of Diazzo and other photo copy, reproducing machines needed by wholesaler. La Paraphane, 101 Boulevard Leopold II, Brussels. WTD 11/28/58 I.R. 20.

391 Jewelry, Silverware, Plated Ware

Novel giftwares—preferably original designs in metal such as dinner services, cutlery, servers, pitchers. Les Etains Metten, Huy Liege. I.R. 183.

Watches, silverware, lighters, giftware, for Benelux market wanted by importing firm seeking sole distributorship. Abecobel, 36 rue Bosquet, Bruxelles. WTD 4/62 I.R. 231.

394 Toys, Amusement, Sporting Goods

Wide variety of camping and outdoor equipment. Governor S.A., 61-69 rue Piers, Bruxelles 8. I.R. 261.*

Bowling balls. Billards Van Laere, s.p.r.l., Rue de Brabant 202, Brussels 3. I.R. 93.

Sporting goods, outdoor equipment for camping, fishing, boats, jewelry, other consumer items. Comeraf, Jan Batist Verlooy, Antwerp. I.R. 303.

Camping equipment, i.e. cots, tents, life-jackets, sleeping bags, picnic supplies, rain-proof outer garments, above-ground swimming pools for importer. Sobeltop, 9, quai du Commerce, Bruxelles. I.R. 140.

Novel toys, games, dolls—inexpensive line—desired manufacturer/importer. Ets. L. Verboven s.p.r.l., 19 rue des Chartreux, Brussels 1. I.R. 188.

395 Pens, Pencils, Office Supplies

Office supplies, 1st quality carbon paper, stationery copy paper, staplers, de-staplers, address indexes, stamp sealers, other items for office, desired by commission agent for manufacturers. R. Van Meerendonck; Cronckenrostraat 16, Edegem. I.R. 338.*

Ball point pens made in U.S.; low priced line, large quantities, under special advertising; low-cost cigarette lighters, other similar items for advertising purposes for wholesaler. S.P.R.L. Allaer et Dutron, 115, rue Vondel, Bruxelles 3. I.R. 406.

Fountain-pens—inexpensive line—for exclusive agency for importer. Ets. Rene Van Leeuwen, 17, Ijzeren Leen, Malines. I.R. 117.

396 Costume Jewelry, Costume Novelties, Buttons, Notions

Ladies articles of toileterie such as nail polish, curlers. Richard Henry and Fils, 18 Ave. J.B. Charlier, Hoeilaart. WTD 2/25/63 I.R. 28.

399 Manufacturing Industries

Granular absorbent for grease. Ets. J. Hocke, 19, Rue Ricard, Brussels. WTD 8/5/57 I.R. 15.

Latest wrappings, ribbons, both satin, metallic. Rubanerie Demunter and Cie, 19 Ave. du Boulevard, Brussels. I.R. 83.

Latest packaging material desired by importer. S.A. Van Lerberghe, 57a, Ave d'Augerghem, Brussels, 4. I.R. 89.*

Juke boxes, outfits for commercial "Bingo," water softening apparatus, pumps for dispensing liquids in soda fountains and bars wanted by manufacturer—distributor. Ildo Agnetti, 14, rue du Cristal, Seraing Sur Meuse. I.R. 257.

Scrap, surplus with by-products, i.e. textile wastes, chemical wastes, plastic scrap desired by manufacturer of raw textile materials. S.A. A. & A. Demeulenaere & Co., Zarren. WTD 4/2/63 I.R. 238.

Packaging materials for perfumes, detergents, aerosols, pharmaceuticals, in glass, plastic bottles, aerosols, cans, valves, stoppers, in rubber or plastic, bottle caps in metal, plastic, boxed in plastic, fibreglass. S.A. Verrieres Henri Desjonqueres, 1, rue Martin Lindekens, Brussels 15. I.R. 63.

Bottled butane and propane gases for ready-made domestic sales outlet—wholesaler. L'Acide Carbonique Pur, S.A., 47, rue Heyvaert, Brussels 7. I.R. 127.

Hardware items, e.g. hand tools, garden tools, plumbing supplies, camping equipment, garage, service station equipment, boats, accessories for importer of considerable size. Ets. John H. Graham (Imp.), Ave. des Villas, Ruisbroek, Brussels. WTD 9/62 I.R. 150.

Marine equipment, ship supplies—in Bond or in Free Zone—to sell to outlets on duty-free basis desired by importer for re-export, embassies, airports, post exchanges. Avimar, ave. de France, 38, Antwerp. WTD 6/19/61 I.R. 284.

Builders' hardware, insulation, building supplies—especially plastics for wholesaler/agency with view toward licensing/joint ventures. S.A. Kreglinger, Grande Pl., Antwerp. WTD 1/20/60 I.R. 289.

Steam fittings for boilers, packings, joinings rubber pipe, rubber covers for textile machines, automobile accessories for importer. Ets achille Marchal, 87 ave. du Parc, Brussels 6. I.R. 193.

Leads for Importers

201 Meat Products

Furs, hides from goats, sheep, cows for hat industry. Ets. Dubaere, (chapellerie-cuir), rue Oost Rozebeke Meulebeke. WTD 6/63 I.R. 169.

205 Bakery Products

Manufacturer of waffles, baked goods wants to sell same. Biscuiterie Brockmans, 50, Schoonaerde Schaffen (Diest). I.R. 413.

225 Knitting Mills, Products

High fashion knitting yarns. Alf. Van Broekhoven, Hoogstraat, 36 Antwerp. WTD 9/20/62 I.R. 365.

231 Men's, Youth's, Boy's Suits, Coats, Overcoats

Children's wear. Baby Fix S.A., 132 rue Gustave Gilson, Brussels. I.R. 380.

Knit outerwear, baby clothes, boys' sweater. Ets. Laurent s.p.r.l., Kasteelstraat, 43, Duffel. I.R. 351.

Manufacturer of knitted sweaters, outerwear for men, women wants representation in the mid and far west. N.V. L. Vrancken and Co., Koningin Elisabethlaan, 14, Niklaas. I.R. 320.

233 Women's Misses', Juniors' Outerwear

Cotton, terry cloth women's, children's wear. Ets. Lory, 166 chaussee de Lodelinsart, Gilly. I.R. 216.

Clothing for children. Tisselux s.p.r.l., Bretheistraat, Genck, Limbourg. I.R. 137.

Manufacturer of women's wear wants agent for same. Firma Kortex 33, Klauwaertstraat, Antwerp. I.R. 354.

Suits, coats, skirts made of Harris tweed for women. The Sport and Raincoat, s.p.r.l., 22, rue d'Assaut, Bruxelles 1. I.R. 94.

Tailored line of children's wear. Ets. Edelweiss, 74A, rue de Louvain, Vilvorde. I.R. 396.*

235 Hats, Caps, Millinery

Manufacturer of felt hats wants agent for men's hat bodies. Piron, (Manufacture Belge de Feutre et de Chapeaux), 18, quai Fernand Demets, Bruxelles, 7. I.R. 44.

238 Apparel, Accessories

Cotton terry cloth bath, beach wear, gloves made of cotton, nylon, leather. Sogantex, S.A., 27, rue Maurice, Brussels. I.R. 144.

Gloves of cloth, kid leather. Ganterie Van Mechelen S.A., 165 rue de Drootebeek, Bruxelles 2. I.R. 252.

239 Fabricated Textile Products

Raincoats for men, women. Bartson's, 2, St. Jacobstraat, Antwerp. WTD 5/9/63. I.R. 270.*

Table linens, lace articles of low to medium price range. Lime, Maastrichtersteenweg, 72, Hasselt. I.R. 313.*

251 Household Furniture

Designer, manufacturer of baby furniture desires to export to U.S. Ets. De Ceuninck Albert, 32, rue Pre d'Awans, Argenteau (Liege). NCIA I.R. 386.

Manufacturer of furniture for home, office, apartments and motels wishes to contact interior decorators and architects. Period and modern design. Toebosch S.A., 46, rue des Tanneurs, Anvers. I.R. 322.

275 Commercial Printing

Printer of quality work wants to contact firms who might require such service in Belgium. Imprimerie Van den Bossche S.A., 33-35 Marche au Betail, Malines. I.R. 98.*

285 Paints, Varnishes, Lacquers, Enamels

Chemical manufacturer wants agent for special pigments such as ultramarine blue and molybdates in orange, red in middle west and west. Ste de Bleu D'Outremer, Mont St. Amand. WTD 12/27/60. I.R. 110.

289 Chemical Products

Manufacturer of agricultural chemicals wants to supply aerosol, other chemical filling services to firms which distribute in Common Market. Produits Phyto-Agronomiques S.A., 60, rue de l'Etuve, Bruxelles 1. WTD 3/21/61. I.R. 111.★

314 Footwear, Except Rubber

Manufacturer of stylish shoes of good quality wants agent. Chaussures Astral, 24, rue Albert I, Dison (Verviers). I.R. 208.

Manufacturer wants exclusive agents for slippers, ladies shoes. Prices fob Antwerp \$2.50 to \$3.50. Schoenfabriek "modern" Michel Serrien, Antwerpse straat, 45, Mol (Antwerp). WTD 2/29/60. I.R. 327.

319 Leather Goods

Manufacturer of leather goods wishes to sell such items. Socam, 84 rue J. Demoulin, Bruxelles 15. NCIA I.R. 187.

323 Glass Products

Mirrors for furniture trade. Ed. Van Hove and Co., 172 rue Minckelers, Louvain. WTD 1/9/57 I.R. 181.

Manufacturer wishes to sell household mirrors for kitchens, bathrooms. Not decorator-type mirror. Olaerts, Hoogstraat, 80, Genk. I.R. 369.★

324 Cement, Hydraulic

Exporter wants agent for Portland cement. Ciments Portland Blancs Belges S.A., 4, rue du Finistere, Brussels. I.R. 422.

339 Primary Metal Industries

Manufacturer desires agent for perforated sheet material of steel, copper, brass, aluminum, other use in industry, agriculture, mining, decorating. Also stairs of steel and ceiling, wall covering material. S.A. des Ateliers Liegeois de Perforation et de Decoupage, 90, Bld de Douai, Liege. I.R. 401.

343 Heating Apparatus, Plumbing Fixtures

Gas valves for cook stoves, component parts. La Precision, 24 rue Leopold Courouble, Bruxelles 3. I.R. 215.

353 Construction Machinery

Manufacturer of chainfalls, sheaves wants to sell new free standing auto and truck lift. Electrically driven by two hp. motor. Ateliers de Construction, 30, rue Bellmerin, Eupen. WTD 8/3/60. I.R. 61.★

354 Metalworking Machinery

Specifically designed machine to grind cutters used on fellows, gear generators using a diamond wheel. Constructie Werkhuizen der Machines "Collette", 96, Lange Dijkstraat, Antwerp. WTD 3/4/62. I.R. 267.

Power presses, bending presses, metal shearers, hydraulic, pneumatic types. Werkhuizen Soener, Roeselaer. I.R. 341.★

355 Special Industry Machinery

Concrete mixing and molding machines. Ste Tamica, 4 rue de la Reforme, Brussels 6. I.R. 100.

Vacuum-forming machine used to deep-draw form thermo plastic sheets. J. Van de Poel, J. Posenauerstraat, 48-58, Borgerhout. I.R. 339.

363 Household Appliances

Competitively priced mixers, blenders of modern design. C.S.A.S.M., (Constructions mechaniques d'Ampsin), Ampsin-lez-Huy. I.R. 403.

364 Electric Lighting, Wiring Equipment

Road danger lamps. S.A. Eclairage des Mines, rue Van de Velde, Loncin. I.R. 214.★
Lamps, lamp shades, tables, metalworks of art in hand-wrought iron, copper, brass. S.A. Fabrudec, 99 rue J. B. Decock, Brussels 8. I.R. 194.

379 Transportation Equipment

Reinforced plastic camping trailers. Falter Caravans, 7, Krugersplein, Borgerhout. I.R. 295.

391 Jewelry, Silverware, Plated Ware

Top-quality pewter giftware, decorative objects such as plates, pitchers, mugs, plaques, spoons. Jean Riskin, 174, Chaussee Koninksem, Tongres. I.R. 274.

398 Manufacturing Industries

Acrylic sky domes. Plasticor, 29, Groenstraat, Antwerp. WTD 1/19/60. I.R. 363.★
Steel, wire products, bronze wire, diesel generators, electronic components, fork lift truck components. Comptoir Commercial Meersmans, 2A, rue Emile Van der Velde, Willebroek. WTD 6/22/62. I.R. 321.★

Factory with excess capacity prepared to do custom work on food or similar lines, packaging in bags or cans and manipulation of all kinds under controlled hygienic conditions. Cie Liebig S.A., 54, St. Katelijnevest, Antwerp. I.R. 311.★

Manufacturer would like to establish contact for sale and distribution of rain, lawn umbrellas. R. de Bevere, Schoenstraat, 15, Borgerhout. I.R. 348.

739 Business Services

Consulting and design services in structural, mechanical, electrical engineering. Bureau d'Etudes, 84, Ave. Gloires Nationales, Bruxelles. I.R. 80.

Independent operating engineer wants to act as consultant for heavy and medium duty steel fabricating operations. Andre G. Wirth, 19A Ave. Marnix, Brussels. I.R. 141.

Specialist in the field of choosing and appointing sales agents for manufacturers and in supervising of their operations. Eurimpex, (Europe Import-Export), 38, rue du College St. Michel, Brussels 15. I.R. 103.★

Investment Opportunities

234 Women's undergarments

Manufacturer of brassieres, corsets, and girdles seeks license to produce U.S. styles of these undergarments. Firme Baudewijn, Kemmel.

281 Chemicals

Pharmaceutical and chemical manufacturer seeks license to make chemicals for the paint, varnish, plastic, and rubber industries. S.A. Rodolphe Coles, 14 rue de la Ferme Dieghem, Brussels.

282 PVC plastics

Seeks license to make PVC and other thermoplastics. Plascobel, Zwijnaerde, Ghent.

283 Drugs

Seeks joint venture or license to manufacture pharmaceutical specialties. N.V. Firma Pharma-Union, 337 Dendermonde-steenweg, Ghent.

307 Plastic bags, boxes

Joint venture wanted for production of plastic bags for chemicals and plastic boxes for food. Eurelec Associated Co., Vestingstraat 74, Antwerp.

343 Prefab buildings

Washing machine and dryer manufacturer seek license to make prefab buildings. Atelier Flemal & Fils, 27 rue Spinois, Montignies s/Sambre.

353 Materials handling equipment

Manufacturer of materials handling facilities for a wide range of industries seeks license to produce equipment for feeding of cupolas in foundry operations, foundry equipment, and pneumatic type materials handling or loading devices. S.A. des Anciens Ateliers Marcel Mouyard, Falisolle (Namur).

Pressure vessels and chemical equipment manufacturer seeks license to make materials handling equipment. Ateliers Wilms, 19 rue Duquesnoy, Tournai.

367 Remote control systems

Electronic manufacturer seeks license to produce remote control operation systems for technical and industrial use such as electric garage door opening devices operated from the automobile. Bell Telephone Mfg. Co. S.A., Place Francois Welles, Antwerp.

371 Automobile products

Seeks license to manufacture shock absorbers and brakes, automobile and hydraulic trailer hitches, Emile Aerts S.A., 27 rue Petit Bigard, Brussels.

396 Zippers

Zipper manufacturer seeks license and know-how of U.S. zipper business. H. B.A. s.a., 25 rue de la Clinque, Brussels 7.

Variety of products

Dairy and refrigeration equipment manufacturer seeks license to make hydraulic equipment, pumps, refrigeration equipment, and new developments in the dairying field. S.A. Ecremeuses Melotte, 12 rue de la Station, Remicourt.

Nonferrous metals foundry seeks joint venture for all applications of nonferrous metals such as electrical connectors of brass or aluminum, and valves; and seeks license to produce builders' hardware, pneumatic door closing devices, and control knobs for television sets and refrigerators. S.A.C.A.B., 7 Avenue Emmanuel, Machelen.

Cross licensing arrangements sought for basic processing of sugar, cement, meats, and chemicals; materials handling equipment; industrial heat transfer equipment; plastic machinery; and compression type refrigeration equipment for meat processing. Ateliers Belges Reunis, Enghien.

Seeks license to make outdoor furniture of aluminum and plastic and cabinets for kitchens and specialized electrical uses. Firm Ets. N. Gobert S.A., Jos. Kenneslei, 14 Wilrijk.

Die casters of nonferrous builders' hardware seeks license to produce knife sharpeners, food grinders, wall type can openers, sink fixture, tape dispensers, hand drills, and other items. Anciens Ateliers Gasquy, S.A. 63 rue en Bas Herstal (Liege).

Seeks license to manufacture all types of sheet metal goods, such as domestic gas heating, steel shelving, and auto accessories. Remytole S.A., Avenue de Mariemont Haine, St. Pierre.

Additional information on the following opportunities may be obtained by interested U.S. manufacturers from the Bureau of International Commerce, Office of International Investment, Department of Commerce, Washington, D.C. 20230. Interested licensees should refer to the appropriate file number assigned to each opportunity.

Licenses offered

251 Furniture

License offered for production of household furniture made principally of teakwood. File 1144.

327 Floor tile

U.S. licensee sought for production of cement flooring tile now being manufactured in France, Luxembourg, Germany, and Belgium. File 1145.

353 Materials handling equipment

Seeks U.S. licensee to manufacture its railway car positioner which has a capacity of 160 tons with an automatic grip which is proportional to the thrust (patented process). There are 2,000 of these machines now being used in 11 countries. File 1146.

License offered for the U.S. production of a pedal operated lift truck. Manufacture of this low price unit is licensed in most European countries, England, and South Africa. File 1147.

399 Tobacco filter

Patent rights offered on a new nicotine and tar filtering material capable of removing up to 91% of tars and nicotine from tobacco without affecting the taste. File 1148.

Licenses, joint ventures sought

231 Wool fabric mill

Wool weaver seeks joint venture to set up new wool factory. Tissal, Fortenstraat, 25, Waasmunster St. Niklass/Waas.



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